

בס"ד

# תשורה

משמחת הנישואין של

אהרן דוד ונחמה דינה ראבין

כ' אלול ה'תשנ"ט



Souvenir Journal  
Celebrating the Wedding of  
Aron & Dinie Rabin  
20th Elul 5759

# The Making of "Challenge"

In the summer of 5727 (1967) the Rebbe gave his consent and blessing to Mr & Mrs BenZion Rader to compile and edit a book to be entitled CHALLENGE - An Encounter with Lubavitch-Chabad which would contain a brief history of the Chabad branch of Chassidus, and indication of its growth and achievements world-wide, and an elementary introduction to its unique philosophy.

The Rebbe asked that the book be amply illustrated because "people today find little time for reading but like to look at pictures" and that the book should be written "in popular style." During the two and a half years of its compilation each section of the text was sent to the Rebbe who personally edited its suitability and content. During that same period the Rebbe by letter and messages urged that the book should be completed.

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  
6th of Marcheshvan, 5728  
Brooklyn, N. Y.

Mrs. Hinda Rader  
24, Holcombe Rd.  
Ilford, Essex  
England

Blessing and Greeting:

I have looked over the drawings, which have generally met with my approval for publication in the Challenge.

Now that this item has also been confirmed, I trust that the Challenge will appear without further delay.

With regard to two drawings, as indicated, I could not quite see the connection between them and their respective articles.

All the drawings have now been returned to the office for sending them back to you.

Hoping to hear good news from you,

With blessing, *M. Schneerson*

מוכירות  
כ"ק אדמו"ר מנחם מענדל שליט"א שניאורסאהן  
ליוכאוויטש

SECRETARIAT of RABBI MENACHEM M. SCHNEERSON  
the Lubavitcher Rabbi

770 EASTERN PARKWAY, BROOKLYN 13, N. Y.

By the Grace of G-d  
8th of Cheshvan, 5730  
Brooklyn, N. Y.

Mr. Benzion Rader  
24, Holcombe Rd.  
Ilford, Essex  
England

Greeting and Blessing:

Rabbi Hodakov has asked me to acknowledge your letter of October 7th, as well as to convey to you some suggested corrections in connection with the final proofs of Challenge.

Thank you very much for your transatlantic call yesterday, when I conveyed to you the said corrections. This letter therefore is mainly for the record.

The following suggestions and corrections were made:

- 1) Begin Roman numerals from Rebbe's <sup>א"ל</sup> letter (i.e. vii).
- 2) Begin list of contents (p. xi) with this item: The challenge of our time: Letter by Lubavitcher Rebbe <sup>א"ל</sup>.
- 3) On p. 28, add to caption about the facsimile of Mittler Rebbe: English text of letter appears on p. 26.
- 4) The Hebrew word <sup>ש"ט</sup> appears everywhere with two yuds, instead of two inverted commas.
- 5) P. 61: "White House Conference on (instead of "in") Youth.
- 6) P. 159: Chief Rabbi's name is Rabbi Nissim (not "Nissan").
- 7) In the Glossary:  
"Chutzpah" - omit the word "Yiddish" in parenthesis, since it is a Hebrew word.  
"Kisei Hakovod" (instead of "Hakoved").  
"Porah adumoh. The red heifer used in purifying the

- 2 -

Mr. Benzion Rader

ritually impure." Omit the rest of the explanation.

"Rambam" - "Code Mishneh Torah" (instead of "Mishnah").

"Shmiras mitzvos" - "Keeping of the commandments" (instead of "keepers").

"Taharas Hamishpocho" (instead of "Taharos").

"Tosephos" - "...by a number of teachers from the twelfth to fourteenth century," (instead of, "from the twelfth century on").

"Vehoyo" - "And it will come to pass...." (instead of, "and if you will").

8) P. 250 - blot out name of hotel from picture.

9) P. 253 - Fifth line from bottom - "Talmud" (instead of Talmund).

10) P. 268 - Last line out of place.

11) P. 273 - Picture should have a caption. Suggested caption: "At a Farbrengen with the Rebbe <sup>in</sup> Brooklyn, N.Y."

12) P. 275 - Instead of "A particular Chasidic slant to," better: "A particular Chasidic insight into."

13) P. 329 - In final note, add also the following important source: Rav's Shulchan Oruch, Orach Chaim, Chapter 85, par. 3.

14) It is suggested that if there is a free page at the end, it would be advisable to use it for "Suggested reading on Chabad Chasidus in English," etc. Accordingly, an up-to-date list of our publications under this heading was mailed to you yesterday by airmail special delivery.

No doubt the final proofs will be carefully checked at your end for any possible misprints, since we have not had time to check the entire set of the proofs carefully here.

We are now looking forward to receiving the printed copies in a happy and auspicious hour.

With kindest personal regards,

Sincerely yours,

*Isidor Nuisel*

If one refers to the relevant pages in Challenge, it would be noted that all the Rebbe's suggestions in the above letter were effected.

The book was ready for printing early in 5730 (1970) and BenZion Rader took a properly bound ozalid copy of the book for the Rebbe's final approval when he attended the memorable events arranged to mark 20 years of the Rebbe's nesi'us on Yud Shevat. These events included the completion of the Moshiach Sefer Torah, which had been commenced by the Previous Lubavitcher Rebbe.

On Sunday evening the Rebbe gave yechidus (private audience) to some of the many thousands who had come to 770 to participate in the joyous events of the past three days. Just before BenZion Rader was due to go into the Rebbe's room, Rabbi Krinsky showed him some of the photographs that had been taken at the Hachnosos Sefer Torah two days earlier. One showed the Rebbe placing the crown on the new Sefer Torah. "Just what we need for the final article in the book [which was about Shavuos]", said Mr Rader. So the pho-

tograph was hurriedly trimmed to size and scotch taped onto the final page.

When he entered the Rebbe's room, BenZion Rader handed the book to the Rebbe and, apologising for the delay in its completion, said "we were waiting for the final photograph which was not available until a few minutes ago." The Rebbe immediately turned to the final page and saw the newly affixed photograph. Smiling, the Rebbe said "I know there is a photograph of me at the beginning of the book and I assume there are some of me in the middle of the book, now there is one of me at the end of the book. Won't people say 'there is too much Rebbe?'" BenZion Rader replied "I thought the Rebbe was the beginning, the middle and the end of Chabad!"

The Rebbe suddenly became serious and replied "Not the beginning! Chabad is over 200 years old and I am only 68."

*"Won't  
people say  
there is too  
much  
Rebbe?"*



# The Making of the 2<sup>nd</sup> "Challenge"

In July 5730 (1970) when Challenge had been printed and widely distributed, BenZion Rader asked the Rebbe in yechidus whether there was another project in which his wife and he could be privileged to participate.

The Rebbe asked whether a copy of "Challenge" had been sent to Mr Zalman Shazar, President of Israel. On being told that this was obviously an oversight, the Rebbe said "It's not too late! President Shazar's birthday is on Rosh Chodesh Kislev and he celebrates it at the Tzemach Tzedek Shul in Jerusalem. I suggest that Mrs Rader and yourself, accompanied by Rabbi Sudak, the Rebbe's principal shaliach in the U.K., should attend the celebration and present a specially bound and inscribed copy of the book to him." The Rebbe then said "remember that President Shazar is a Nasi B'Yisroel and the book and presentation should accord with that." Interestingly, the Rebbe, with

his acute sense of detail, said that a book such as this should have two silk book-marks. He then added "and when you are in Eretz Yisroel, Mrs Rader and you will find the next project that I would like you to undertake!"

*"Remember that  
President Shazar is a  
Nasi B'Yisroel  
and the book and  
presentation should accord  
with that."*

Accordingly, when back in England, preparations were made to accord with the Rebbe's suggestions. First a visit to the Royal book-binders to choose a suitable binding. The finest leather was chosen, beautifully tooled in gold with silk interfacing.

And, in order that the Rebbe should see the final product, an identical copy was ordered which when completed was sent to the Rebbetzen Chaya Mushka.



# The Beginnings of the 'Next Project'

On Rosh Chodesh Kislev, President Shazar davened at the Tzemach Tzedek Shul and, following the davening, participated in a farbrengen at which the book was presented to him. Accepting it, President Shazar, who had been told by the local Chassidim that the book had been especially bound by the Queen of England's bookbinders, was very moved and remarked to BenZion Rader that this was "truly a hiddur mitzvah."

The following Sunday, President Shazar invited Rabbi Sudak and Mr and Mrs Rader to his official residence for a lechaim. He told them that he had read the book and was very impressed but he had one major criticism: "The book contains only one chapter on Chabad in Eretz Yisroel. Chabad's work here deserves a book on it's own." The President then proceeded to mention many of the luminaries of Chabad he had encountered in the Land.



President Shazar saying L'chaim with Benzion Rader

When they returned to their hotel, BenZion Rader, who had been requested to regularly report to the Rebbe the details of their two-week visit, telephoned Rabbi Hodakow to tell him of what had transpired on their visit to the President and asked whether a second book on Chabad in Eretz Yisroel was to be

their next project. There was a short pause until he heard the voice of the Rebbe, who obviously was on the line, say "Yoh" and Rabbi Hodakow repeated "Yes!" So "Challenge - An Encounter with Chabad in Eretz Yisroel" was commenced.

RABBI MENACHEM M. SCHNEERSON

Lubavitch  
770 Eastern Parkway  
Brooklyn 13, N. Y.

HYacinth 3-9250

מנחם מענדל שניאורסאהר

ליובאוויטש

770 איסטערן פארקוויי  
ברוקלין, נ. י.

By the Grace of G-d  
Erev Chanukah, 5731  
Brooklyn, N. Y.

Mr. & Mrs. Benzion  
& Hinda Rader  
24, Holcombe Rd.  
Ilford, Essex  
England

Greeting and Blessing:

I duly received your letter, with the enclosure.

Though I have not yet had an opportunity to study the detailed report with the attention it deserves, because of the intervening matters connected with Yud-Tes Kislev and Chanukah - even a glance at it makes me want to express to you my appreciation, as well as the prayerful wish that there should be a fruitful continuity resulting from your visit in Eretz Yisroel, for the benefit of yourselves and all yours, and all concerned.

*The "cause", of*

Needless to say, of particular interest is the remark by President Shazar that the activities of Chabad Lubavitch in Eretz Yisroel are all too briefly described in the Challenge. Moreover, since its appearance many more accomplishments have been added to be reported on.

On the other hand, the suggestion, which seems to be indicated from your writing, about publishing a special volume on Chabad in the Holy Land, though undoubtedly a very desirable thing, does not lend itself to be implemented in a short time. In order that it should be as it should, would require considerable time. And the lack of it would be felt in the meantime. Furthermore, and this is also an essential point, in making a presentation of the Challenge to someone, it would be difficult to add a separate volume.

In the light of the above, it is well to think of a special volume for the long run, but in the meantime, it would be more practical to prepare a special complementary chapter, dealing with Chabad in Eretz Yisroel, in the form of a Supplement. The fact that it would be only a Supplement would also explain why it is not more complete and all-embracing. The important thing is that such a supplementary chapter could be prepared in a matter of weeks.

To ensure the implementation of the above, and to ensure also that it is being properly taken care of, I would suggest, <sup>if I may</sup> that you take this task upon yourselves. Our coworkers in Eretz Yisroel will of course give you the utmost cooperation. I am confident, knowing of the energy and dedication which you



- 2 -

Mr. & Mrs. Benzion & Hinda Rader

invested in the Challenge, that you could truly carry out this task in a matter of weeks. The Supplement would have an explanatory introduction to the effect that since the publication of the Challenge, the Chabad activities in Eretz Yisroel have reached new heights and therefore call for a special supplementary chapter. The Supplement would, of course, be in the same format as the Challenge, and could have a soft cover. Thus, every time the Challenge is presented, the Supplement would be attached to the main volume.

A further point, inasmuch as this would be in the nature of a supplement, it would be possible to put the emphasis on the pictorial aspects of it.

I believe you mentioned in a telephone conversation that President Shazar said he would write a special message for this additional chapter. I trust that he will agree to give his message to this Supplement, which will undoubtedly extend over scores of pages.

Finally, there would be a further gain in publishing the said Supplement, in that it could serve as a model and pattern for the other countries where Chabad Lubavitch activities are carried on extensively, such as France, Australia, etc., each to produce its own Supplement dealing with the particular country, which could be used as an addendum to the Challenge. This would then well serve as a substitute for a separate volume, and save money, and, especially, time.

Needless to say, I am in complete agreement with you on the need of having a good public relations office for Chabad in Eretz Yisroel, as in other countries. You are also right that the main difficulty is not financial, but rather the shortage of manpower. For, as in all the various institutions and activities of Chabad, anyone who could be recruited, has already been burdened with more than a normal load of responsibilities.

Now that we are about to celebrate the festival of Chanukah, which is celebrated by kindling the Chanukah lights in growing numbers from day to day, each and every one of us is again reminded of the need to help spread the light of the Torah and Mitzvoth both in the home as well as outside, and to do so in a steadily growing measure. Our Sages have assured us that "Nothing stands in the way of the will."

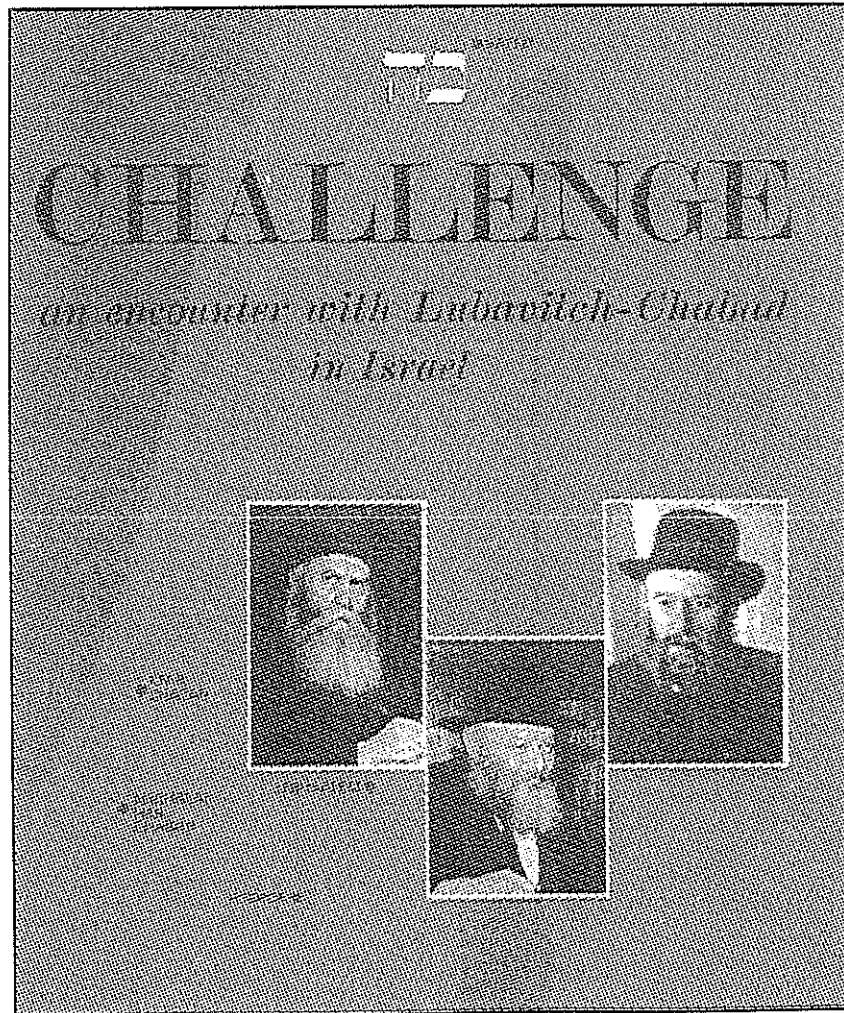
With all good wishes for a bright and inspiring Chanukah,

With blessing,  
*M. Schneerson*

# Design of the Cover

Just before Challenge - An Encounter with Chabad in Eretz Yisroel was completed, Mr & Mrs Rader asked Rabbi Leibel Groner to enquire of the Rebbe whether it was alright to show a map of Eretz Yisroel on the loose jacket and, if so, should it include the Sinai Desert and other places which at that time were in dispute.

Rabbi Groner later informed them by telephone that the Rebbe had said that they should show only an outline of the coast of Eretz Yisroel and mark only five locations: Jerusalem, Hebron, Safed, Kfar Chabad and Nachlas Har Chabad. The jacket should also have photographs of the Friediker Rebbe, the Rebbe Rashab and the Rebbe arranged in the form of a segel. The Rebbe's photograph should be in the place of the lower dot of the segel as "the lower dot binds the other two dots together."



# The Moshiach Times

*The Magazine for Jewish Children*  
- Published by Tzivos Hashem -

## Preface:

Some of us remember it as children, some of us as parents, some of us still get to see it at regular times in the year when it arrives at our doorstep...no, not the electricity bill, the newspaper or a catalogue. Not just an ordinary magazine but a special magazine called "The Moshiach Times". A magazine loved and read by all, children and adults alike.

One of the things that makes this magazine so special is the interest that the Rebbe has taken in its publication since day one. A number of times, the Rebbe would refer it during a Farbrengen. Before each issue, the cover drawn for that issue would be given into the Rebbe for editing and comments. Sometimes, the Rebbe would return the drawing, indicating by a tick that it was okay. Frequently the situation was not so and the Rebbe would add a brief comment instructing or suggesting certain corrections.

These answers are unique, because by examining them we catch a glimpse of the Rebbe's approach to both chinuch and publishing. Occasionally, the Rebbe would comment that a certain Mitzvah, or detail thereof, has been omitted. Sometimes, the Rebbe would point out practical mistakes such as the wrong time on the clock for burning the Chometz, and so on.

The following section contains a partial collection of some of these answers and instructions. We chose to print here mainly the answers regarding drawings of Elul and Tishrei. However, we have also included one answer from each of the remaining holiday seasons.

As an introduction, and a tale in it's own right, is what led to having the great merit of the Rebbe editing these drawings. As a supplement, is another interesting story, in which the Rebbe refers to a suggestion of printing a comic strip, which also teaches us of the Rebbe's approach to cartoons in general.

Special thanks to Dr. Pape for sharing these answers with us.



## Part I - Introduction:

Why the Rebbe would edit the cover drawings for "The Moshiach Times"?

Tzivos Hashem was still in its infancy when the decision was made to publish a magazine for all Jewish boys and girls. Tzivos Hashem had written to the Rebbe about the idea, and the suggestion that the magazine should, with the Rebbe's consent, be called "The Moshiach Times". The fact that the Rebbe had shown such interest had enthused everyone, and it was not long before the first issue was all ready to go to print. It so happened, that on the cover of this first magazine was a drawing of two lines of children - one of boys and the other (above it) of girls - each carrying banners. Every banner had one letter on it, which together, they formed the words "Ahavas Yisroel".

Just before going to print, one of the senior members of the overseeing board, an elderly and respected Chossid, who hadn't seen the magazine earlier, was disturbed by the cover drawing. He argued, that it is neither proper, nor acceptable to portray a picture (or drawing) of a girl on a Jewish and Chassidish magazine. Others argued that this "rule" no longer applied, or that as the Rebbe had founded Tzivos Hashem for Jewish boys and girls, it was therefore not inappropriate to have a girl on the cover, especially as the boys and girls were shown separately. However, the elderly Chossid would only come as far as to suggest that the cover may be given to the Rebbe, "and then we'll see...". No one would oppose this suggestion, and so, the magazine was sent to the Rebbe. Sure enough, the Rebbe had what to comment about the cover:

"ההדגשה צ"ל ואהבת לרעה כמוד".

Which means - "[that] the emphasis should be on [the idea of] 'אהבת לרעה כמוד'".

However, not a word mentioned about the boys and girls... and so, the magazine was published bearing the cover as it is shown here on page 20.

♦ ♦ ♦

Time passed and before long, it was time for the second issue which was to be dated Purim. On this occasion, too, the cover pictured two children, a boy and a girl in Purim costume, dressed as Mordechai and Esther - blowing bubbles... In the bubbles - were images of the Mitzvos of Purim. Once again, the same elderly Chossid began to voice his opinion that such an idea is absolutely out of the question. It would be against all "Chassidische" ethics to print such a drawing of a boy and girl together on the cover of the magazine. "The Rebbe only okayed it on the previous cover," he argued, "where the boys and the girls were in two separate lines; here however, they are standing next to each other, and this is totally unacceptable!".

Once again, it was decided that the magazine be sent to the Rebbe in order to ascertain whether the Rebbe really did agree with such a daring idea - to have a boy and a girl together on the cover of the magazine... This time, the cover came back and all the Rebbe did was mark a tick on it, indicating that it "passed inspection", and was fit to print. Now, everyone agreed that it could be printed as it is shown on page 21.

♦ ♦ ♦

It was now evident, that the Rebbe was not in the least against having such drawings on the covers of "The Moshiach Times"; but, no one would have guessed that the Rebbe would insist on having a boy and a girl on every cover.

Therefore, when it came time for the third issue to be published before Pesach, the draft cover portrayed a boy looking into a sticker album, where the stickers were of the 15 sections of the Pesach Seder (*see page 22*). From the angle being used in the drawing, and also because of the size of the album and the boy's face - it was out of the question and virtually impossible to have a girl on the cover as well.

By now it was almost a custom that the cover was sent to the Rebbe, "Just to make sure" that it passed requirements. Sure enough, "just in case" paid off, and the Rebbe did indeed have quite a comment to make. Though brief, but very clearly, the Rebbe made a firm point. It read as follows:

”צ״ל גם נערה.”

Which means - "There should also be a girl."

It was not necessary to say anything more. It was quite obvious that the Rebbe's stand was strongly in favour of, and moreover "a must", to have both a boy and a girl on each cover of "The Moshiach Times". We have shown here (*see page 22*) the final drawing where, somehow, the face of the girl had managed to be inserted.

By the time issue no. 4 came 'round, it was agreed by all, that as the Rebbe has responded so positively to the previous covers, perhaps the same should apply to all future issues.

This is how it came to be that the Rebbe would edit the covers of "The Moshiach Times".

◆ ◆ ◆

Some years later, early in 5744 (1984), a number of world-famous artists began to draw for "The Moshiach Times", and have contributed a lot to the magazine - in taste, and in ideas. [The Rebbe's response to an idea of one of these artists - is brought later in this section, in the supplement.] One of these artists, Joe Kubert,

who is very skillful in cartoons, had prepared a rough sketch as a proposal for an Elul-issue cover. The idea was reviewed by the editor of "The Moshiach Times", and some details were changed and added to accord with what were deemed to be the Rebbe's requirements. The drawing was that of a boy returning home from camp, and entering his room which is lined with all the details needed to qualify it as the room of a soldier in Tzivos Hashem: The Mezuzah was on the correct side of the door. The boy was wearing a Yarmulke and Tzitzis. A Siddur, a Chumash, and a Tzedaka box were on the table, as well as other books on the shelf. The calendar was turned to the month of Elul, and a picture of a man blowing Shofar was to be seen on top. Even a "Moshiach Times" was on the table... Only one "minor" detail was left out for some reason: there was no girl in the picture.

As the custom had been to send the cover drawing to the Rebbe, the sketch was then sent to the Rebbe who returned the drawing with the following instructions:

”שיראו הציציות.

צ״ל גם תמונת נערה בקרן אחרת.”

Which means - "[Firstly:] the Tzitzis should be seen [- apparently they are not noticeable enough. And secondly:] there must also be a girl in another corner."

In this answer, the Rebbe clarifies his position even more. On the one hand, there must be a girl too. On the other hand, the two children should not be seen as coming from camp together, as it may seem that they had been at the same camp.

Reproduced here are copies of the original sketch which was sent to the Rebbe (*see page 23*), and the final cover drawing, corrected according to the Rebbe's instructions. (*see page 24*).

◆ ◆ ◆

35 cents



The



# Moshiach Times

VOL. I. NO. I

SHEVAT, 5741 JAN. 1981

ואהבת לרעך כמוך



LOVE YOUR FELLOW JEW AS YOURSELF!

# The Moshiach Times



Happy Purim



Vol. I No. 2

35 cents

Adar II, 5741 March 1981

# The Moshiach Times



35 Cents

VOL. I NO. 3

Nissan 5741 April 1981





September 1984  
97 cents



Vol. 4 No. 7 (26)  
Elul 5744

# The Moshiach Times

WELCOME  
HOME



Featuring Guest Artists  
Joe Kubert & Al Jaffe

- Part II -

Front Covers for the months of Elul-Tishrei

The following drawing (*see page 27*) was sent to the Rebbe as a suggested cover for "The Moshiach Times" dated Elul 5750 (1990). In the drawing, the children are in the field with baskets of freshly picked late summer fruit. In the foreground, stands a man who is wearing a Tallis, and is blowing the Shofar. When this drawing was submitted to the Rebbe, the Rebbe replied:

כשתוקעין ברי"ה - אין זה בשדה.  
כשתוקעין באלול - ע"ד הרגיל  
ה"י בהמשך להתפלה ולבושין גם תפילין."

Which means: "When we blow [Shofar] on Rosh Hashana - it is not [done] in the field; when we blow [Shofar] during [the month of] Elul - usually it is [done] in continuation to Davening [Shacharis] and we also wear Tefillin."

This comment refers to the fact that, on the one hand, the person blowing Shofar is standing in the field - indicating that it is on a weekday, and apparently in the middle of Elul; on the other hand, the person is wearing a Tallis and is not wearing Tefillin - perhaps suggesting that it is Rosh Hashana (when we blow Shofar while wearing only a Tallis). The Rebbe is commenting that the person should either be wearing Tefillin or should not be in the field. According to this answer, the draw-

ing was corrected, and in the final drawing (*printed here on page 28*) - the person is standing in Shul and is blowing Shofar while wearing Tallis and Tefillin (apparently just after Davening Shacharis). At the same time the children are coming in from the field towards a window of the Shul.



The following drawing (*printed here on page 29*), is a rough draft of a cover suggestion for "The Moshiach Times" to be dated Tishrei 5746 (1985). The drawing was sent to the Rebbe, and in the editor's letter to the Rebbe, he describes the idea as follows: "The children are making Mitzvah Toys' out of wood, and weighing them in a scale. In one pan of the scale are the Mitzvahs, in the other is the world, which is being buoyed up by the weight of the Mitzvahs". The editor continues to note, that "The artist, Dave Berg, will correct the drawing so that the children are sitting in chairs [- not on their knees]."

One can see that every effort was made to anticipate and meet all the Rebbe's requirements. Almost every single detail of all the Tishrei Holidays (plus more) had been inserted somehow into the woodwork. However, "just" one detail

had been overlooked, and sure enough, without it - it could not pass the Rebbe's inspection. This was the Rebbe's reply:

”כמדובר כ”פ

.כדאי להוסיף נר קטן גי בין כי הנרות או מצידם.  
אזכיר עת”צ שיהא בהצלחה.”

Which means: "As [I have] spoken many times - it would be advisable to add a smaller third candle between the [already existing] two candles, or beside them."

[The Rebbe then continued with a blessing, apparently in regard to the end of the editor's letter to the Rebbe, where he reports to the Rebbe of the artist's advancement in Yidishkeit in his personal life.]

The Rebbe's answer needs no explanation. It is known that the Rebbe very actively encouraged that little girls should also light Shabbos candles. Here was a perfect opportunity to emphasise this. As the children themselves were the ones crafting the 'Mitzvah Toys', it would be most natural that they add a third candlestick. At the same time, in order that this be properly noticed, the Rebbe suggests that the third candle be a smaller one than the other two. Needless to say, that in the final drawing (*following on page 30*) - the third candle, a notch smaller than the other two, found its way to the

scale pan, just between the two taller candlesticks...

♦ ♦ ♦

The following drawing (*printed here on page 31*), is an early draft of the cover for "The Moshiach Times" dated Tishrei 5745 (1984). In the drawing, the whole family is taking part in building the Sukkah. The father is putting up the frame for the walls. The children are bringing wood and tools, and Sechach for the roof. And the mother is bringing out refreshing cold drinks for everyone to enjoy.

Although nothing is missing of the "Sukkah building scene", there is still something more that could be added in in light of the atmosphere of preparing for the Sukkos Holiday, but it was the Rebbe who noticed this and in a short concise answer the Rebbe instructed:

”ציור די מינים.”

Which means: "[To add] a drawing of the 'Daled Minim' [= the Lulav, Esrog, etc.]."

It didn't take much to put this instruction into action, and in the final cover (*see page 32*) - one of the children is holding a Lulav and Esrog in his hands.



The Magazine For Jewish Children



# The Mashiach Times



The  
Year of  
Miracles

September 1990

Vol. 10 No. 1 (62)

Eul 5750



*The Magazine For Jewish Children*

# The Moshiach Times

The Year of Miracles



Volume 5750  
September 1999  
No. 3076  
\$1.25





# The Moshiach Times

95 cents

SEPTEMBER 1985

vol. 5, No 7 (33)

Ehlul-Tishrei 5745



The Magazine For Jewish Children



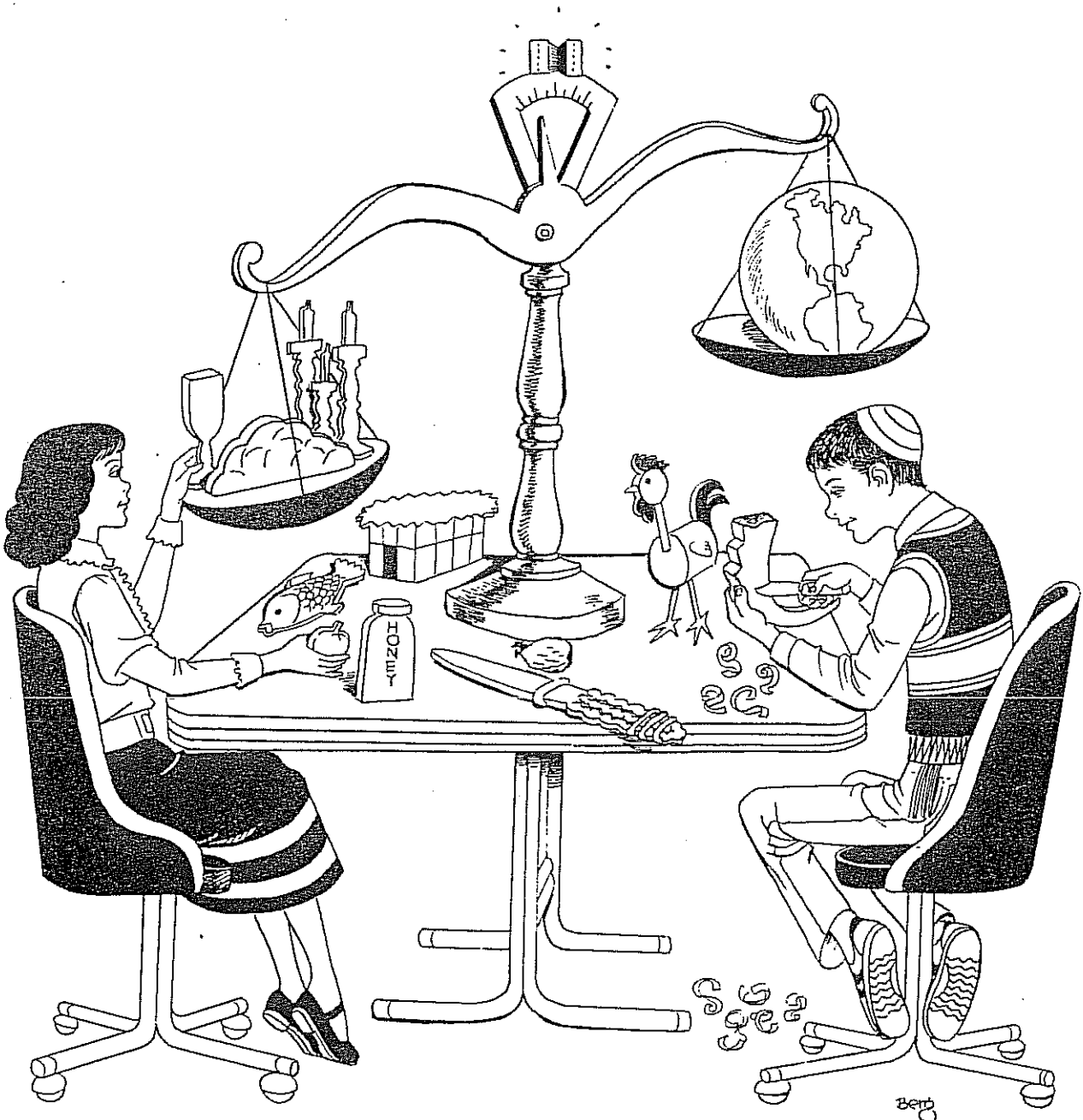
# The Moshich Times

95 cent

September 1985

Vol. 5, No. 7 (33)

Tishrei 5746



KESIVO V'CHASIMO TOVA -- A HAPPY NEW YEAR 5746

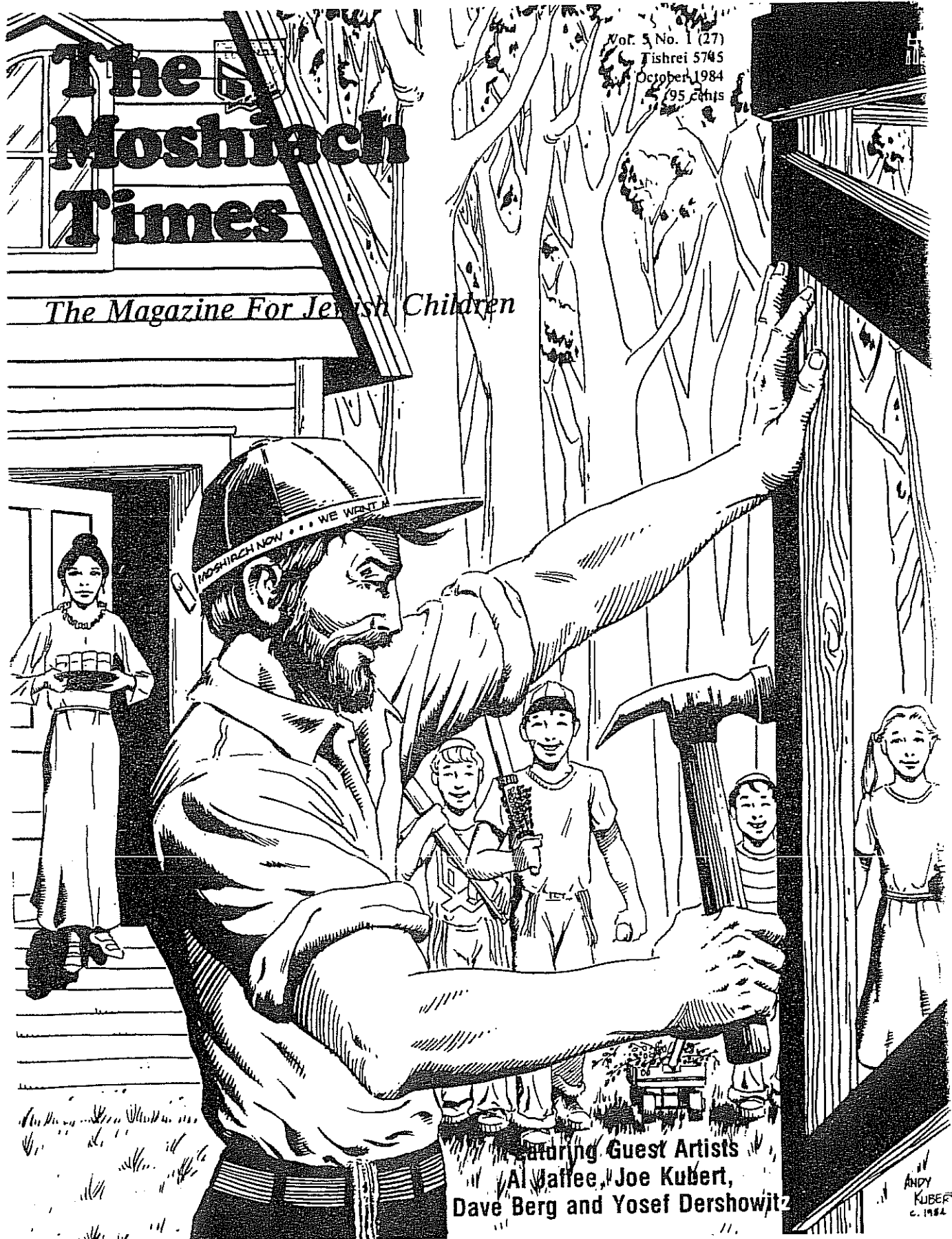


The  
Moshiach  
Times

Succot



Carrying  
a beam



# The Moshich Times

The Magazine For Jewish Children

Vol. 5, No. 1 (27)  
Tishrei 5745  
October 1984  
\$1.95 (this)

Featuring Guest Artists  
Al Jaffee, Joe Kubert,  
Dave Berg and Yosef Dershowitz

ANDY  
KUBERT  
© 1984

## - Part III - Covers from 'Around The Year'

### Chanukah:

The year 5748 (1987-88) was the "Year of Hakhel". The Rebbe called then and urged that in the light of this year - every person should actively take part in organising "Hakhel's", by bringing people together for the purpose of teaching them Torah - just as the King would do in the time of the Temple. In this spirit, the following cover idea (*printed here on page 37*) was drawn, showing the entire family participating in a Chanukah "Hakhel"-get together.

Once again, all the details were carefully reviewed, the Mezuzah was put on one side of the door, and the Menorah on the other; a Tzedakah box is on the table (for at every "Hakhel" it is appropriate to give Tzedakah), there are plenty of 'Dreidels' at hand, and Grandma is bringing out hot Latkachs... The boy in the center is telling and acting the story of Chanukah, while the other children cheer on...

One thing was miscalculated: The menorah belongs at the door only when it is lit for the purpose of fulfilling the Mitzvah of lighting Menorah; however, there are times when the Menorah is lit solely for the purpose of publicizing the miracles of Chanukah ("Pirsumei Nissa"). A prime example for such a scenario would be the

well-known public outdoor-Menorahs. In such cases, it is not as important to place it at the door, preference being given to the location which will draw most attention. The same would apply to any "Chanukah party", where the prime goal is to publicize the miracles.

In the light of this, upon seeing the Menorah in the background (at the door), the Rebbe replied sharply:

"המנורה ה"ה לפרסומי ניסא ולא בפינה כו"ו!"

Which means: "The Menorah is intended for [the purpose] of "פרסומי ניסא" (= Publicizing the miracle), not [meant to be] in the corner!!"

Sure enough, after being taught this new lesson, the Menorah was quickly brought to the foreground, for all to see (*see page 38*).

♦     ♦     ♦

### Tu Bishvat:

Tu Bishvat is Rosh Hashana for the Trees. It is therefore a custom for some, to plant trees on this day. The cover draft which was sent to the Rebbe for the Tu Bishvat issue of 5745 (1985), shows "The Shpy" and his friends enthusiastically participating in this exciting activity in their own very way. In the editor's words: "Of course, a Shpy

doesn't just plant ordinary trees - he plants Mitzvah Trees... What are these trees? There is one for lighting Shabbos Candles, one for Learning Torah, one for Mezuzah and Tefillin, Kashruth, Tzedokoh, Telling the Truth, and most important of all - Deeds of Loving Kindness." Almost all of the 'Ten Mivtzoim' which relate to children have been labeled to the trees, plus some other ideas that could teach a good lesson to children.

What could be wrong with such an exciting scenario? Only the Rebbe can tell; and he did!

”חלק מהמבצעים הוכפל  
בשעה אשר חלק מהמבצעים הושמטו”

Which means: "Part of the 'Mivtzoim' has been repeated, while a part of the 'Mivtzoim' has been [totally] omitted!"

Examining the Rebbe's reply shows that the only "Mivtza" missing in the original drawing (*see page 39*), is "Taharas Hamishpacha" (Family Purity), which in our humble minds, seems not relevant to children. The Rebbe, however, makes it clear, that it is not our business to judge as to which of the "Mivtzoim" is intended for whom, and which should better not be mentioned... All the "Mivtzoim" which the Rebbe initiated are intended for every Jew, without exception - even for children! Obviously, in the final drawing (*see page 40*), all the "Mivtzoim" are present.

♦ . ♦ ♦

### - Purim -

Purim is the time and the holiday when the children are more than ever put at centre-

stage. It was they who took a great part to avert the decree, and it is they who make the most of all the celebrating. However, soldiers in Tzivos Hashem are not of the nature to keep the joy for themselves, rather they share it with others.

In this drawing (*printed here on page 41*), which was to be used for the Purim issue of 5746 (1986), the children have come in full costume to a senior citizen centre, and have brought to the elderly people an abundance of youthful energy and happiness. Needless to say, they haven't forgotten to remind the elderly of some of the various Mitzvos of Purim: Reading of the Megillah, Shalach Monos, and gifts to the needy. In summary: it's a very "happening" scene... [Just to note: in a previous answer, the Rebbe suggested to add a Gragger and scores of "Homan Tashen". This has been done ever since in every Purim issue - here as well.]

Just one problem, and a "problem" that only the Rebbe would notice. The artist labeled the Tzedakah box ("Pushka") with the name "Torah Academy". This "little" mistake may have resulted in someone misunderstanding how to properly fulfill the Mitzvah of Gifts to the Poor... And so, the Rebbe replied:

”בצדקת פורים החדגש לאביונים (ולא מוסדות).”

Which means: "Regarding the Tzedakah of Purim - the emphasis is [put] on [giving to] poor people, not [supporting] organizations."

This was a rather simple correction to practically implement (*see page 42*), but just as easy to have overlooked, and quite a critical mis-

take for the one who would have stumbled over it, and a deep lesson of how every small detail may be very crucial.

♦ ♦ ♦  
- Pesach -

The scene is: Pesach of 2448, in Egypt. The cover is to be dated: Pesach of 5750. It was a great idea, but not good enough. It had the goat which was kept at home for four days, it had the cleaning up of all leaven and searching for the Chometz, and it had someone smearing the blood of the Korban Pesach on the doorpost while the Egyptian pyramids gaze on and wonder... Perhaps the painting on the wall is meant to be a portrait of their Leader and Redeemer - Moshe Rabbeinu... In short - it had all the Mitzvos that applied at the time, and a boy and girl were not left out.

What could be wrong? The idea was sent to the Rebbe, who returned it with the following comment:

”צ״ע אם נדאי השער (רק) ענין שצ״ל בביהמ״ק.  
או מריבו הענינים דחז״פ לבחור:  
מצה או ביעור חמץ או הרומת, מצה וכו׳.”

Which means: "It should be looked into, whether it is advisable that the cover [drawing] be solely [dedicated to] an idea which must be in the Beis Hamikdosh; or [perhaps], to choose from the many ideas to do with the Pesach holiday, [such as:] Matzah, or Biur Chometz, or [the preparing of] Charoses, Matzah, etc."

The Rebbe is apparently referring to the following problem: When a child sees the draw-

ing he thinks of how he could translate it into his own life. A drawing of the Korban Pesach ceremony, could, at best, be associated with something done in the Temple - not something he can translate into action in his own life. Therefore, the Rebbe suggests, that it should be reviewed whether this is a good idea, or perhaps, it would be better to choose a topic which the child can translate and find fulfilled in his own life and in his own home. Examples of such ideas that the child can relate to, says the Rebbe, are not scarce in the Pesach treasury..

The end result was (see page 44), to focus on one of the Rebbe's suggestions: preparing the Charoses, and at the same time - not forgetting the "Hand Made Shmurah Matzah", (and also, Mom preparing the eggs for the Seder - the up-to-date remembrance of the sacrifices brought in the Temple on Pesach, to which the child can relate).

♦ ♦ ♦  
- Shavuos -

Following is a typical answer of the Rebbe in the early stages of "The Moshiach Times", when the editors hadn't learnt yet all the rules and guidelines which the Rebbe was to instruct over the course of the years. It was the cover drawing for Shavuos 5743 (1983), bearing a boy and a girl who are coming forth to kiss the Sefer Torah which is being brought from the Aron Hakodesh to the Bima for the reading of the Ten Commandments. There was actually nothing really wrong with the drawing, only that there

ing, only that there was something that may have added another important message. The Rebbe's answer read as follows:

"כדאי לנצל ציור המעגמלע  
לציור לוחות מרובעות."

Which means: "It would be advisable to take advantage of the [already existing] drawing of the mantle [which covers the Sefer Torah], to [add onto it] a drawing of square Luchos."

Apparently, as Shavuos is when we celebrate the giving of the Torah, or particularly the Ten commandments which were on the Luchos, it would only be appropriate to use this occasion for teaching the children that the Luchos were square (not round, as they appear in many places). And so, the square Luchos were added to the Mantle (see page 46), and this lesson was also used in the future.



## - Shavuos/Summer -

The following cover idea was for the Summer (Sivan-Tammuz) magazine of 5745 (1985). Since the magazine was not going to be ready in time for Shavuos, it was it was decided to make a "Summer" issue, with the cover depicting children going to camp (see page 47): The buses are filling up - one headed for the boy's camp, and the other to the girl's

camp. The drivers are loading the luggage, Father is reminding his daughter to write home, and Mom is reminding her son to brush his teeth... The lesson being conveyed to the children is the importance of going to a Jewish camp with a Torah environment.

Surprisingly, the Rebbe's comment was (as in the previous answer) - to add a drawing of the (square) Luchos. Following is the answer, which was attached to the returned draft:

"כדאי להוסיף בי הלוחות מרובעות. באמצעו"

Which means: "It would be advisable to add [a drawing of the] two square Luchos." adding "[Perhaps] in the middle?" [Note: The answer was copied by a secretary, and pinned to the draft, then returned to the Rebbe who marked it with a tick of approval.]

In addition to the obvious lesson - emphasizing the square Luchos at every possible opportunity, the Rebbe wants to remind the children that the message of Shavuos must be taken along to camp as well. The most appropriate way to do this, is to add a drawing of the Luchos, and these Luchos would obviously be... square!

The Luchos were added in the Heavens, and depicted in a different colour; this added a totally new and unexpected dimension of meaning to the picture which finally appeared on the cover (printed here on page 48).



The Magazine For Jewish Children



# The Moshiah Times

95 cen

December 1987

Vol. 7 No. 6 (46)

Kislev 5748





The Magazine For Jewish Children

# The Moshiach Times

95 cents

December 1987

Vol. 7 No. 6 (46)

Kislev 5748

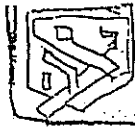


Berg



The Magazine for Jewish Children

ה"ג

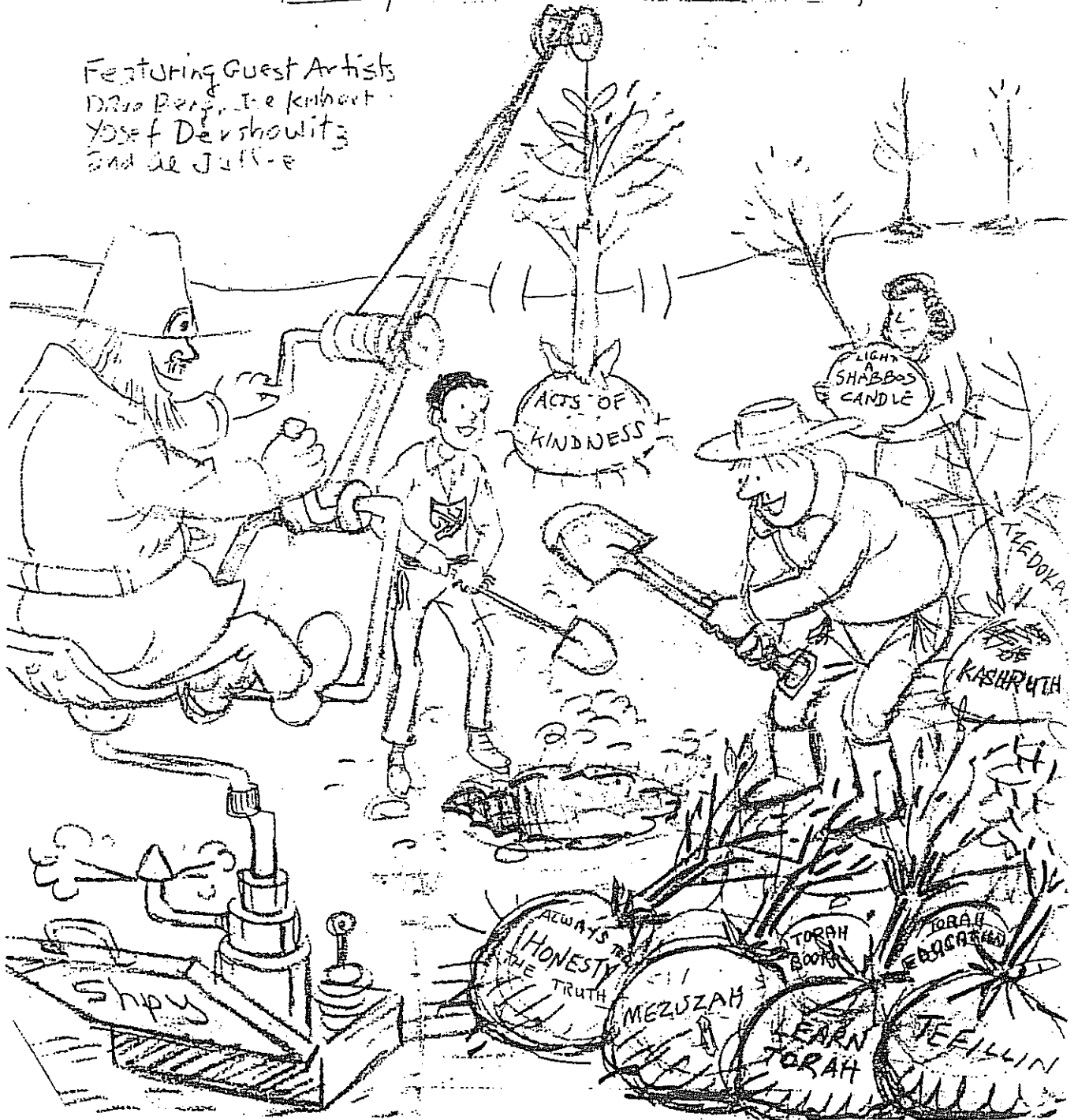


# The Moshiaich

## Times

February 1985      vol 5 No 3 (29)      Shvat 5745

Featuring Guest Artists  
Dino Berg, Joe Kuhnert,  
Yosef Dershowitz  
and Al Jaffe



The Magazine For Jewish Children



# The Moshiah Times

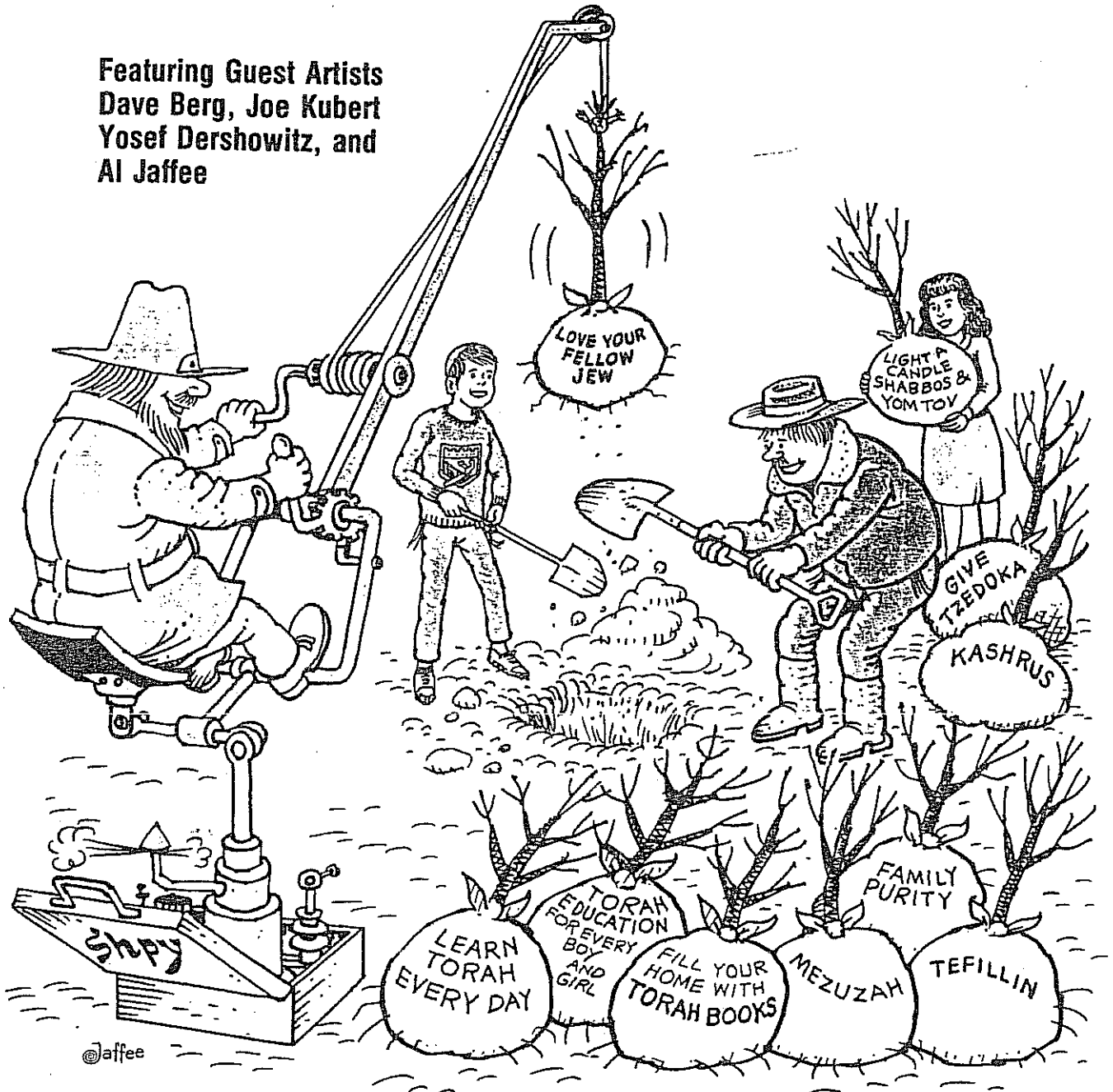
95 cents

February 1985

Vol. 5 No. 3 (29)

Shvat 5745

Featuring Guest Artists  
Dave Berg, Joe Kubert  
Yosef Dershowitz, and  
Al Jaffee



The Magazine For Jewish Children



# The Mashiach Times



95 cents

March 1986

Vol. 6 No. 3 (36)

Adar 5746



The Magazine For Jewish Children



# The Moshiah Times



95 cents

March 1986

Vol. 6 No. 3 (36)

Adar II 5746



The Magazine For Jewish Children



# The Moshiah Times



95 cents



\$1.75



The Magazine For Jewish Children

# The Moshiah Times



The Year of Miracles

April 1990

Vol. 9 No. 6 (60)

Nissan 5750



Special 60th Issue  
20 Pages of Stories, Features, Fun







ב.ו.ה.ר. (3)  
ש.ח.ו.ת. 5  
ש.ח.ו.ת. 11

✓ 4.175 "סמ"ג ח.מ.ח"ר א.ג.ר כ"ק ב.מ.ר 20.1  
העיר 5713/7

2/3117



The Magazine For Jewish Children

# The Moshiah Times



95 cents

SUBSCRIBER 1985

Vol. 5 No. 6 (20)

סימן-תאריך 5755

סימן-17 5745





The Magazine for Jewish Children

# The Moshiah Times

July 1985

Ammitz



## Part IV - Supplement: The Rebbe's view on comics

In the spring of 5744 (1984), one of the artists for "The Moshiach Times", David Berg, suggested the following idea: To take passages from "Pirkei Avos", and present them as lessons in the form of a comic strips. In the artist's words: "I've attempted to mix wisdom and humor", which is a special talent of the featuring artist.

The editor of "The Moshiach Times", Dr. Dovid Sholom Pape, took the sample comic-strips and the artist's letter, and sent it all to the Rebbe for approval. In the letter of the editor to the Rebbe, he writes: "The idea is to present the teachings of Pirkei Avos in a form that would capture the imagination of young readers." The editor goes on to write that, of the people he asked about the idea - there were mixed opinions, and therefore, he is asking the Rebbe's opinion: "(A) is this style appropriate for publication in The Moshiach Times? or (B) should we try to come up with a different approach? (C) Does the Rebbe שליט"א prefer any of these [samples enclosed]?"

The Rebbe responded in a detailed answer, which goes a long way to show the Rebbe's view of such comics in general, and particularly - that comics of such nature do not belong in The Moshiach Times.

Printed here (*on pages 50 through 53*), are the sketches, which the artist sent as samples, as well as a copy of the Rebbe's handwritten answer. The answer reads as follows:

"המכ"ע בעיקרו בשביל קטנים והכי צעירים -  
לכן מחנכים ותיקים דהנ"ל צריכים להחליט בכהנ"ל  
ככלל אין צ"ל ציורים דבע"ה בלתי טהורים  
לא כדאי שהבנ"א יצוידו דוקא לא כהמציאות  
(שמנים ביותר, חוטם גדול ביותר וכיו"ב)  
אף שהורגלו דוקא כך בקאמיקס  
- לדעתי טעות חינוכית גדולה היא  
כי כל דפשוט ונארמל יותר בנוגע לקטנים מעלי טפי  
- ולדעתי גם בנוגע לגדולים ואכ"מ.)"

◆

Basically translated it reads:

"The magazine is mainly [geared] for children, and [even more - for the] very young ones.

Therefore, veteran [experienced] educators must decide regarding all this.

Generally: There should not be drawings of non-Kosher animals.

[Also:] It is not advisable that the [figures of] people be drawn intentionally non-realistic (overly fat, an overly enlarged nose, etc.) although they [the people who draw for comics] have become accustomed to do so,

- In my opinion, it is a serious educational mistake, because [as a rule:] whatever is more simple, and more normal, is preferable with regard to children

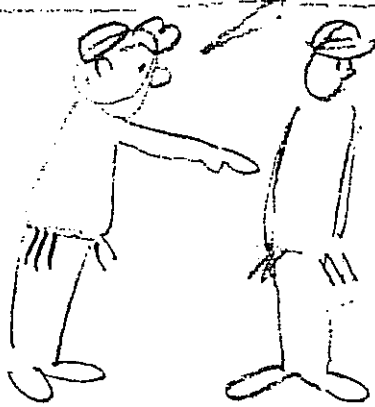
(- And in my opinion, [drawing simply and normally is better] also with regard to adults. And [however,] here is not the place [to expound on it].)"



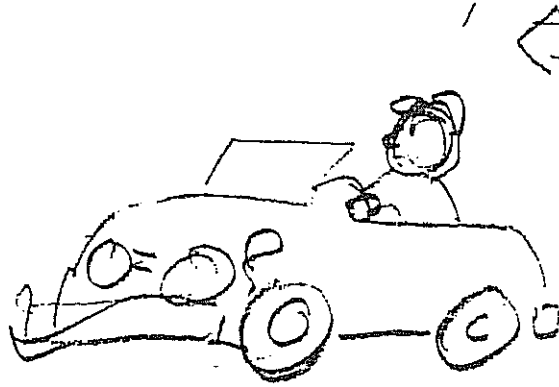
DAVE BERG

THE WISE SCHLEMIEL

SCHLEMIEL, WHAT HAPPENED TO YOUR CAR?



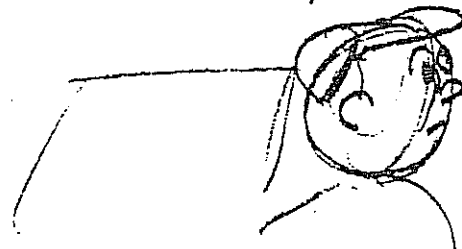
I HAD AN ACCIDENT.



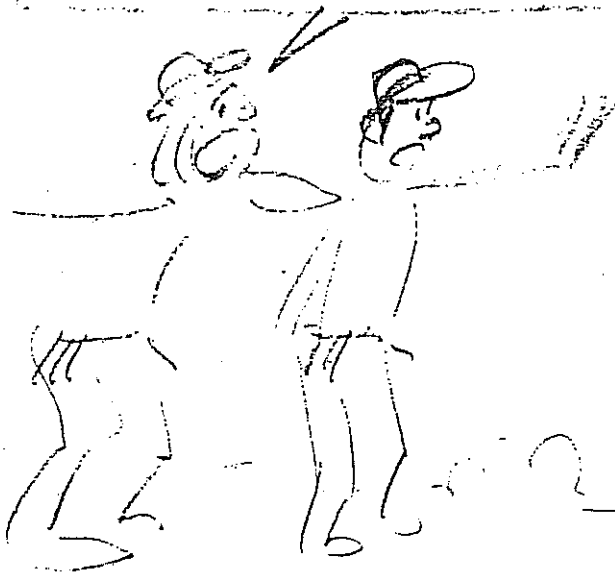
WE WERE TAUGHT THAT:  
"NOTHING IS BY ACCIDENT. THERE IS SOMETHING TO LEARN FROM EVERYTHING YOU SEE, HEAR, OR READ ABOUT."



IN THAT CASE I'D BETTER READ WHAT THE SIGN SAYS.



BUT, SCHLEMIEL, YOU'RE GOING THE WRONG WAY ON A "ONE WAY" STREET.



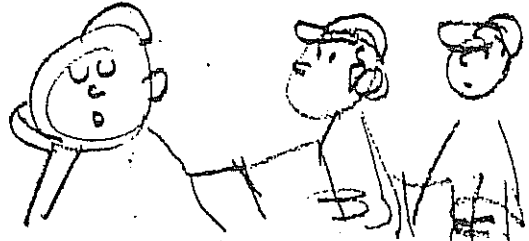
BUT I'M ONLY GOING ONE WAY.



THE WISE SCHLEMIEL

"THE WORLD IS NOT A JUNGLE. PEOPLE MIGHT BE INCLINED TO MAKE IT SO. THE TORAH IS THE STABILIZING FORCE IN LIFE."

ZZZZZZZZ



I FELL ASLEEP IN CLASS. WHAT DID THE RABBI TALK ABOUT?

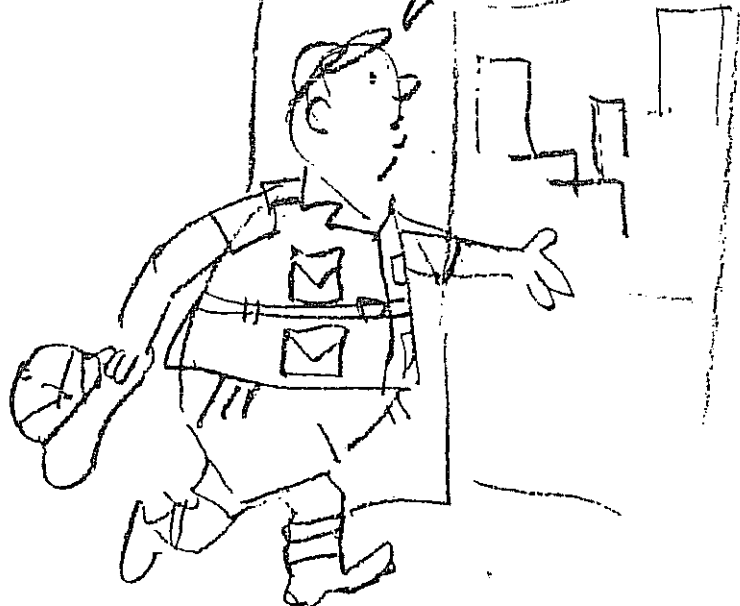
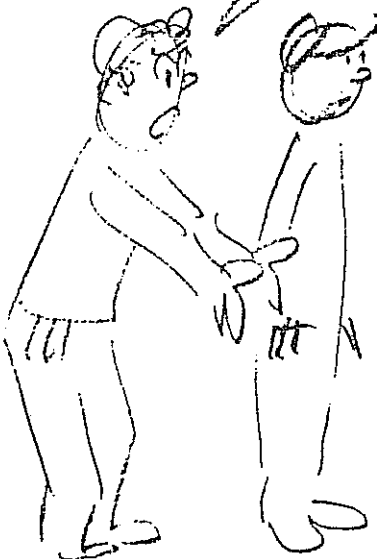
ABOUT THE JUNGLES AND THE WORLD AND THE TORAH.

IN THAT CASE I'D BETTER CHANGE MY CLOTHES.



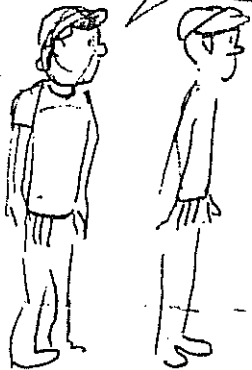
SCHLEMIEL, WHY ARE YOU DRESSED LIKE YOU WERE GOING ON A SAFARI?

DIDN'T YOU SAY THERE WAS A JUNGLE OUT THERE?

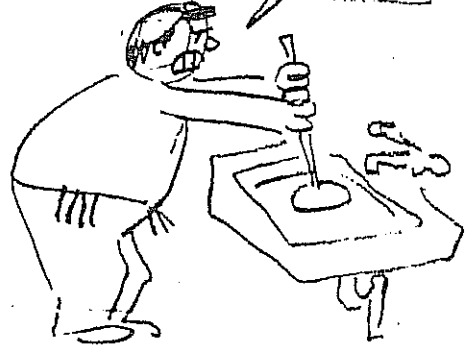


THE WISE SCHLEMIEL

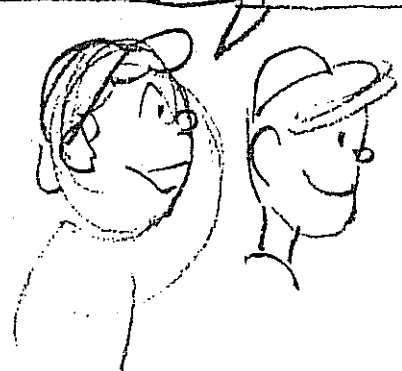
SCHLEMIEL, WHY ARE YOU SO UNHAPPY?



BECAUSE MY ~~TOILET~~ SINK IS ~~ALSO~~ BLOCKED UP!



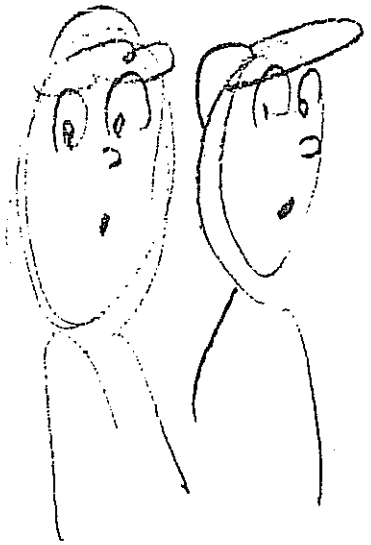
WE ARE TAUGHT THE WISDOM: "WHO IS RICH? HE WHO IS HAPPY WITH HIS LOT."



REALLY? I THANK YOU FOR THE KNOWLEDGE. YOU JUST MADE ME A RICH MAN. I'LL LEARN TO LIVE WITH A BROKEN SINK.



AND SAVE A FORTUNE BY NOT CALLING A PLUMBER.



האגודה שפיקדון קולנוע וקולנוע  
אין אף אדם לא יוכל להשתמש במונחים  
אלו בלי להבין את המשמעות שלהם  
אם כן, יש להשתמש במונחים אלו  
באופן זהיר וזהיר (אין להשתמש בהם  
באופן שרירותי או ללא הבנה).  
אין להשתמש במונחים אלו  
באופן שרירותי או ללא הבנה.  
אין להשתמש במונחים אלו  
באופן שרירותי או ללא הבנה.  
אין להשתמש במונחים אלו  
באופן שרירותי או ללא הבנה.  
אין להשתמש במונחים אלו  
באופן שרירותי או ללא הבנה.  
אין להשתמש במונחים אלו  
באופן שרירותי או ללא הבנה.  
אין להשתמש במונחים אלו  
באופן שרירותי או ללא הבנה.

The answer the Rebbe had written regarding the use of comics in The Moshiach Times, stating that:  
"It is a big mistake" to use comics for little children, (and for adults too...).