

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

WHORM Subject File Code: ME001-02
Case file Number(s): 017833

To see more digitized collections visit:

<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:

<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

April 30, 1981

017833

ME001-02

PP010-03

JL003-01

PR003

ED

MG

Dear Rabbi Schneerson:

The President asked that I pass along his deepest appreciation for your concern and the prayers of both yourself and the members of your Chabad-Lubavitch movement. With the support and dedication of persons such as yourself, he feels we will be able to move forward in our efforts to revitalize the economy and rekindle our national spirit.

The President and Mrs. Reagan applaud your special efforts on behalf of increasing public awareness about the value of education for they deeply feel that an education imparts so much more than just knowledge. Our children are trained by education to be decent and productive citizens which, in turn, provides us with a strong foundation for the future.

May this 80th year prove to be your most rewarding.

Sincerely,

Red Cavaney
Deputy Assistant to the President
for Public Liaison

Rabbi Menachem Schneerson
770 Eastern Parkway
Brooklyn, New York 11213

RCavaney:jm 4/30/81

x
Shemtov, Rabbi Abraham

4/29/81

Joyce,

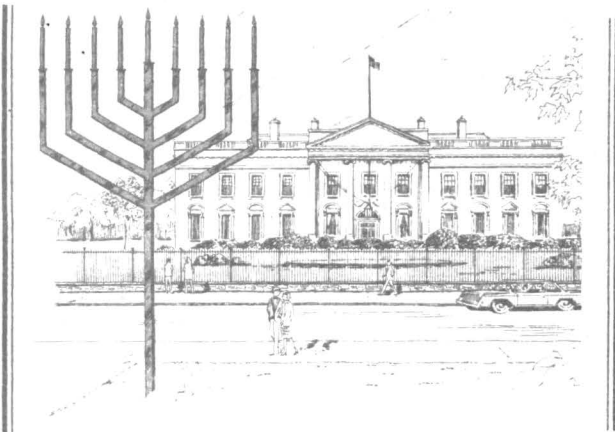
As we discussed:

- (1) I passed on to Anne Higgins proposed message for the Business Council for International Understanding.
- (2) I'm returning the material on Rabbi Schneerson with copy of message we've done for his 79th birthday, which was also supposed to cover any tributes being held. You might just want to let Rabbi Shemtov know that a message was sent directly to Lubavitch headquarters in New York -- they might want to ask hq. for copy or text.

Red
→

C
Claudia

APR 30 RECD



AMERICAN FRIENDS OF LUBAVITCH

Washington Office:

Suite 300

1747 Pennsylvania Avenue, N. W.

Washington, D. C. 20006

(202) 293-1008

(215) 725-2030

April 21, 1981

Mr. Red Cavaney
The White House
Washington, D. C.

Dear Mr. Cavaney:

Thank you again for the appointment.

It gives me great pleasure to send you the enclosed as per our conversation, as well as a copy of the announcement of the event we discussed.

Thank you for your cooperation.

Sincerely,

A handwritten signature in cursive script, appearing to read "Abraham Shemtov".

Rabbi Abraham Shemtov

Enclosures

P. S. Please communicate with my Philadelphia office at 7622 Castor Avenue, Philadelphia, Pa. 19152, (215) 725-2030.



APR 22 REC'D

The International Chabad Movement dedicated to Education

LIVE - VIA SATELLITE - COAST TO COAST ON CABLE TV

**Tuesday, April 14
at 9 P.M. EST**

An Evening With The Lubavitcher Rebbe

From the World Headquarters of
the Chabad-Lubavitch Movement
770 Eastern Parkway
Brooklyn, New York

**A Public Address by the
World's Foremost Jewish
Spiritual Leader**

**The Lubavitcher Rebbe
Rabbi Menachem M.
Schneerson**

N 050

The 11th of Nissan Farbrengen

This event marks the beginning of the 80th year of the Lubavitcher Rebbe, Rabbi Menachem M. Schneerson, the most phenomenal Jewish personality of our time. Under his direction the Chabad-Lubavitch movement has established an international network of centers, educational institutions, and activities which touch the lives of Jews everywhere.

In an age devoid of leadership, the Rebbe has stirred the conscience of millions of people around the world, and is singularly responsible for a dramatic world-wide strengthening of the quality of Jewish life.

At 9:00 P.M. EST

A half-hour introductory program will provide some insights into the Rebbe's teachings and accomplishments, as well as the significance of the coming Passover holiday.

At 9:30 P.M. EST

The Rebbe will begin his address, speaking in Yiddish, with a simultaneous English translation provided. During the brief intermissions in the Rebbe's talk the thousands in attendance will sing joyous Chassidic melodies and say "L'Chayim" to the Rebbe.

For Cable Listings throughout the U.S., contact your local cable network, your Chabad-Lubavitch Center, or call 212-774-6000

The Farbrengen will also be heard on radio in the New York—New Jersey—Connecticut area at 9:30 P.M. on WEVD 98 FM

This ad sponsored by Kesser Electronics International, Inc., Totowa, N.J. as a public service

A CVC production

On the 11th of Nissan 5741 (April 15, 1981), world Jewry celebrated the 79th birthday of its revered leader, Rabbi Menachem M. Schneerson Shlita (the Lubavitcher Rebbe).

At Lubavitch central headquarters in Brooklyn, New York, the Rebbe addressed an audience of more of 10,000, comprising all segments of the community, who had come to mark this event. Hundreds of thousands more viewed the proceedings on cable television via satellite.

An important part of the Rebbe's address, which lasted for four hours with short pauses, was devoted to the mission of the office and responsibilities of the Presidency, and of the President in particular.

The following is a free translation and adaptation of part of that address:

"To all those who have sent their best wishes on this occasion I extend my heartfelt thanks and appreciation. I especially thank the President of the United States of America, who, notwithstanding his state of health, has written to convey his congratulations and best wishes. I am deeply grateful for his kind thoughts and sentiments, and send my blessings for a full and speedy recovery. May he use the powers invested in him as the elected leader of the U.S.A. for the good of America and all Americans. The "trust in G-d" who gives the abilities

and strength to fulfill this mission, will undoubtedly help him to a full recovery, and to achieve the immense tasks and goals that lie ahead.

"The attempt, which, thank G-d, failed, gives us food for thought. The assailant came from a wealthy family, and no excuses of poverty or hardship can be offered; the cause must be sought elsewhere. The fault lies in the education he received. And this applies not just in his case, but to many, many children. The failure to instill in children an awareness of G-d causes the egocentric, self-centered life style of a great majority of today's youth -- the "me" generation. Unfortunately, many parents today do not or cannot provide such an education; the responsibility to do so must devolve on the public school system. I have stressed this on many occasions, and indeed, a special Education Day has been enacted to emphasize the importance of education -- an education that provides not just knowledge, but that trains the children to be decent and productive citizens.

"The best way to begin such a program is the institution of a simple, non-denominational declaration by children at the beginning of each day, affirming their belief and trust in G-d. This in no way contradicts the notion of separation of religion and state, for the intention of the founding fathers in instituting this principle was solely the elimination of religious

persecution such as they had suffered. A simple non-demoninational prayer can in no way be construed as religious intolerance.

"The U. S. Government should also assist families who wish to provide their children with a parochial school education. Just as a non-denominational prayer does not violate the concept of separation of church and state, nor does this type of aid.

"The responsibility of the United States to ensure useful and decent lives is not just to its own citizens, but to all humanity. This country is a super-power, the foremost in the world, with tremendous opportunities to influence other countries for the good. Yet there is a disturbing trend towards an isolationist policy. G-d, however, did certainly give this country its wealth and power to be used fully and efficiently. The United States has the privilege, a very great privilege, a global one, to use its influence to the utmost to correct the alarming state of instability, chaos, and growing violence present today in the world, and ensure true and lasting peace.

"The U.S.A. has been able to become the dominant country it is, because it has been blessed with great natural resources. But to remain powerful and independent, it must remove its dependency on other countries for energy sources, particularly oil. This crippling dependency has sometimes prevented the United States from following policies that are in accord with its ideals

of justice. But it need not, it must not be so. In itself, this country with G-d's help can be self-sufficient in energy. There are sufficient sources such as coal, etc., to provide not only the U. S. with all its energy needs, but other countries as well. Solar energy alone, if the proper effort is made, can in a very short time provide for all this country's wants. With proper determination the United States can provide for itself and also utilize its G-d-given assets to influence peoples around the world to be productive, G-d fearing citizens.

"In conclusion, may I once again express my appreciation for the President's thoughtful wishes on this occasion, and extend my blessings for his full and speedy recovery."

017833
017833
4610
4500
4400

April 15, 1981

(DR)

ME001-02
Hw013-60

Dear Rabbi Schneerson:

I am delighted to join with your many friends and followers in wishing you a very Happy Seventy-Ninth Birthday.

Your dedication and devotion to the spiritual and intellectual well-being of the Jewish people are an inspiration to all Americans.

For more than two centuries, the Chabad-Lubavitch Movement has been a vital force in Jewish life and culture and a source of hope and sustenance during many difficult and tragic moments in Jewish history.

With your emphasis on moral and ethical values and your interest in education, you have contributed greatly to both the intellectual and spiritual development of our nation.

You have my deep-felt respect and admiration.

With best wishes,

Sincerely,

RONALD REAGAN

Rabbi Menachem Schneerson
770 Eastern Parkway
Brooklyn, New York 11213

cc: The Honorable Jack Kemp

cc: H. von Damm/M.Deaver/D.Livingston/CF

RR/Livingston/cbs--

EVENT: April 15

NOTE: This is text of telegram that was supposed to have been sent same date for 3/19 event in Naples, Florida -- but was inadvertently misplaced and never went out.

4/15

February 19, 1981

Dear Jack:

Thank you for your letter of February 10 recommending that the President issue a proclamation naming April 15, 1981, Education Day USA in honor of the International head of the Lubavitch movement, Rabbi Menachem M. Schneerson.

The President's policy regarding proclamations for special occasions requires that the Congress pass a joint resolution. Should such a resolution be passed with regard to Education Day USA, the President would be happy to issue a Presidential proclamation. Otherwise, a special message from the President can be issued recognizing this notable occasion in honor of Rabbi Schneerson. I will be glad to bring your request to the attention of the White House Office for Special Presidential Messages.

Again, thank you for bringing this request to our attention. If I can be of any further help in this matter, please do not hesitate to call on me.

With cordial regard, I am

Sincerely,

Max L. Friedersdorf
Assistant to the President

The Honorable Jack Kemp
U. S. House of Representatives
Washington, D. C. 20515

MLF:CMF;jm

cc: w/incoming, Dodie Livingston, for further action.
(Dodie, please send copy of message to Charlie Ponticelli.)

WH letterhead copy

DRAFT
T. Silverman
3/20/81

Apr 15, 1981

dk

Dear Rabbi Schneerson:

I am delighted to join with your many friends and followers in wishing you a very Happy Seventy-Ninth Birthday.

Your dedication and devotion to the spiritual and intellectual well-being of the Jewish people ^{are} is an inspiration to all Americans.

For more than two centuries, the Chabad-Lubavitch Movement has been a vital force in Jewish life and culture and a source of hope and sustenance during many difficult and tragic moments in Jewish history.

With your emphasis on moral and ethical values and your interest in education, you have contributed greatly to both the intellectual and spiritual development of our nation.

You have my deep-felt respect and admiration.

With best wishes,

Sincerely,

Rabbi Menachem Schneerson
770 Eastern Parkway
Brooklyn, New York 11213

RR:Silverman:
cc: H.von Damm/K.Duberstein/W.Valis/A.Higgins/T.Silverman/CF
EVENT: APRIL 15

cc: The Honorable Jack Kemp

JACK KEMP
38TH DISTRICT, NEW YORK

COMMITTEE:
APPROPRIATIONS

SUBCOMMITTEES:
DEFENSE
FOREIGN OPERATIONS

WASHINGTON OFFICE:
2235 RAYBURN HOUSE OFFICE BUILDING
AREA CODE 202: 225-5265

DISTRICT OFFICE:
1101 FEDERAL BUILDING
111 WEST HURON STREET
BUFFALO, NEW YORK 14202
AREA CODE 716: 846-4123

Congress of the United States
House of Representatives
Washington, D.C. 20515

February 10, 1981

AL
LASON
FEB 11 1981

Mr. Max Friedersdorf
Assistant to the President
for Legislative Affairs
The White House
Washington, D.C.

Dear Max:

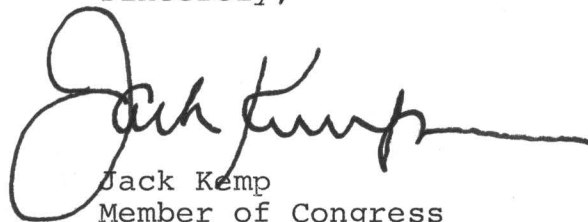
I would be grateful for your assistance in the matter brought to my attention by Rabbi Abraham Shemtov, a distinguished leader in the Lubavitch movement. Rabbi Shemtov recently visited with me to discuss his interest in a Presidential proclamation naming April 15, 1981 Education Day USA in honor of the International head of the Lubavitch movement, Rabbi Menachem M. Schneerson, and it is my hope that you will bring this request to the President with a favorable recommendation.

As you will see in the enclosed documents, Education Day USA was accomplished last year by a Joint Resolution. However, it is the hope of Rabbi Shemtov that the President will take leadership by issuing a Proclamation and that he will agree to sign the Proclamation one week in advance, on April 8 or 9, in the presence of Lubavitch leaders.

I look forward to hearing from you at the earliest possible date on this matter, and thank you for seeing that this request receives all due consideration. If you have any questions, please feel free to contact Sherry Grossman of my staff.

Best personal regards.

Sincerely,


Jack Kemp
Member of Congress

JK:sg



ב"ה

You are cordially invited to participate in
the historic signing of
The National Scroll of Honor
in tribute to

Three Decades of Leadership

*provided by the world renowned Jewish leader
International head of the Lubavitch movement*

*Rabbi Menachem M. Schneerson שליט"א
the Lubavitcher Rebbe*

Thursday, March twenty-seventh at five o'clock

Senate Conference Room

6226 Dirksen Senate Office Building

Washington, D. C.

Cocktail Reception and Dinner

following ceremonies

Senators' Dining Room G-219 and G-221

Thomas P. O'Neill
M.C.

Walter Grogan
U.S.S.

*A special delegation representing the Lubavitcher Center in your district
and State will be on hand to meet you at four P. M.
R.S.V.P. to your local center or (202) 785-9750*

*And it came to pass
in the thirtieth year....*



ויהי בשלושים שנה

THE WHITE HOUSE
AND
EXECUTIVE OFFICE OF THE PRESIDENT
INFORMATION CENTER

TO: Claudia Korte

ROOM: 96 DATE: 2/23/81

- TO KEEP
- TO BORROW
- PER YOUR REQUEST

MESSAGE:

Proc. 4562

Title 3—The President

Proclamation 4562

April 17, 1978

Education Day, U.S.A., 1978

*By the President of the United States of America***A Proclamation**

On April 13 of this year the Congress of the United States concluded its deliberations on a joint resolution which recognized the need for this Nation to set aside a special day devoted to recognizing the importance of education in the lives of our citizens. To emphasize its commitment, the Congress has authorized and requested the President to issue a proclamation designating April 18, 1978 as Education Day, U.S.A., and calling for its appropriate observance. I am honored to join with the House of Representatives and the Senate in recognizing this need and privileged to comply with their request.

NOW, THEREFORE, I, JIMMY CARTER, President of the United States of America, do hereby proclaim Tuesday, April 18, 1978, as Education Day, U.S.A. and I ask all Americans to observe that day in such manner as reflects their commitment to education and their recognition of its importance to the welfare of this Nation.

IN WITNESS WHEREOF, I have hereunto set my hand this seventeenth day of April, in the year of our Lord nineteen hundred seventy-eight, and of the Independence of the United States of America the two hundred and second.

JIMMY CARTER

Proclamation 4563

April 17, 1978

National Oceans Week, 1978

*By the President of the United States of America***A Proclamation**

Throughout history the ocean has been a magnet for explorers, scientists, merchants, adventurers—and dreamers. Where once the oceans were cloaked in superstition, today we plumb their depths with an amazing array of technological devices, and we are beginning to understand the vital role of the oceans in life on this planet. The world community looks to the oceans as a vital source of food, energy and mineral resources, while they remain crucial to trade as they have been since ancient times.

As governments, international organizations and private groups develop plans and programs to harvest some of the riches of the sea, we must also control marine pollution. We must unlock the secrets of the ocean to understand the results of man's activities—not only at sea, but on land as well—which adversely affect sea-life.

Apr. 15

Cong. Jack Kemp asked the President to proclaim Education Day, U.S.A. (as done last year) in honor of Rabbi Menachem Schneerson, head of the ultra-Orthodox Lubavitch movement, which is headquartered in NYC. Max Friedersdorf wrote back saying that if a joint resolution is not passed for the Proclamation, a special message could be sent. No one checked with our office on this.

There was no proclamation last year. One was issued in 1978 by Pres. Carter-- done at request of Congress to honor the Lubavitcher Rebbe on his 76th birthday. BUT the Proclamation itself does not even mention or refer to the Rebbe or his religious movement. That was because it would have been unprecedented to issue a Proclamation in honor of one living person.

Perhaps all of this can be sidestepped by just doing a special message to Rabbi Schneerson on his 79th birthday -- though it would have been more appropriate to do something big next year on his 80th. He is greatly loved by followers, Hassidic Jews, most of whom live in Williamsburg section of Brooklyn.

ck 2/23

Called Charlie Ponticelli to remind that messages should not be promised without checking with this office first. She said she knew this, didn't know how this one slipped through.

Can do birthday letter closer to April 15.

C. Korte
2/24/81

OK w/ no comment.
on relig. order

MEMORANDUM

To: Dottie Livingston
Presidential Messages

THE WHITE HOUSE
WASHINGTON

March 16, 1981

~~Wendy -
find out
tell Dresser~~
wv

FOR: Wayne Valis
Special Assistant to the President, Public Liaison Office

THRU: Kenneth M. Duberstein *K.M.D.*
Deputy Assistant to the President for Legislative Affairs

FROM: John Dressendorfer *J.D.*
Special Assistant for Legislative Affairs

SUBJECT: Presidential Birthday Greeting for Rabbi Schneersohn

The Public Liaison Office has received a request from Senator Boschwitz and Congressman Kemp for a Presidential birthday greeting, preferably a telephone call, to Rabbi Schneersohn who will celebrate his 89th birthday on April 9, 1981.

Senator Robert Kasten (R-Wisconsin) also has urged strongly that a greeting be sent to the Rabbi.

It would be appreciated if the appropriate person in Public Liaison was made aware of Senator Kasten's interest in this matter.

Apr. 15

Message to be drafted for 79th
birthday of RABBI MENACHEM SCHNEERSON,
leader of Lubavitch movement.

I am delighted to join with your many friends and followers in wishing you a very happy 79th birthday. Your dedication and devotion to the spiritual and intellectual well being of the Jewish people is an inspiration to all Americans

For more than two centuries, the Chabad-Lubavitch movement has been a vital force in Jewish life and culture and a source of hope and sustenance during many difficult and tragic moments in Jewish history.

Your contribution to education and intellectual achievement with special emphasis on the moral and ethical values has been an important factor in our nation's

work in to further
~~Through your work you have done much to establish education in this country~~

~~With~~
~~Through~~ your emphasis on values + your interest in ~~the~~ you have

deep
With your emphasis on moral and ethical values and your interest in education, you have contributed greatly to both the intellectual and spiritual development of our nation

You have my deepest respect and admiration

Sincerely

RR

w/ Best wishes

LUBAWITCHE

EDUCATION



Report: Congressional Resolution and Proclamation by the President of the United States

DAY
USA

79

Report on "Education Day—U.S.A." Legislation

Resolved Jointly by
 United States Senate & House of Representatives
 And Proclaimed by
 President Jimmy Carter
 April 18, 1978/Nissan 11, 5738
 Seventy-Sixth Birthday of
 The Lubavitcher Rebbe
 Rabbi Menachem M. Schneerson שליט"א





**Published by
Merkos L'Inyonei Chinuch
The Central Organization For Jewish Education
770 Eastern Parkway, Brooklyn, N.Y. 11213
1979**

Table of Contents

- 4 Introduction**
- 6 Invitation by Vice-President Mondale**
- 7 Resolution by the President**
- 8 The Rebbe and the President**
- 10 Excerpts from Address by the Rebbe**
- 14 Excerpts from Rebbe's Address at Anniversary Celebration**
- 16 Photos of Congressional Tribute to the Rebbe**
- 18 Excerpts from Letter by the Rebbe on an Independent Department of Education**
- 20 Invitation to "National Salute to Education" at the White House**

Introduction

Education is the basis and sustenance of civilization. It provides the knowledge and the means necessary to define the world's complex problems and pursue rational solutions to them. However, it is insufficient that education merely impart knowledge, for it must also teach mankind *how to live*. The twentieth century needs men and women trained in moral and ethical values that will sustain them individually, and inspire them to create a better world for their children and for generations to come.

Throughout the ages, man's most formidable enemy has been his own ignorance. His need for education has transcended national and racial boundaries among the peoples of the world. Though modern scientists have enabled man to land on the moon and to cure scores of pernicious diseases, mankind's progress in achieving a moral meaningful way of life has not kept pace. The pioneer in the development of a moral and ethical order was the Jewish people rooted in its belief in a single deity and its acceptance of the Torah for its way of life.

Thousands of years later, indeed, at this very day, it is still imperative, and it is incumbent upon all, to exert their greatest effort, to educate man so that he might better serve himself and his community.

The Chabad-Lubavitch movement, over two centuries old, has always been an ardent advocate of education. The Chassidic tradition was begun in the early eighteenth century by Rabbi Israel Baal Shem Tov. He infused his followers with a fresh spiritual enthusiasm and they extended the emotional joy of religious devotion into even the most mundane aspects of daily life and social relationships. Amongst

his successors who perpetuated Chassidism was Rabbi Schneur Zalman of Liadi. This Lithuanian scholar espoused a philosophy which called for religious observance to be accompanied by a vigorous intellectualism. His teachings became the foundation of Chabad-Lubavitch Chassidism.

Chabad Chassidism is a philosophy which teaches that genuine devotion to G-d should be blended with study and intellectual understanding of truth. The teachings of Chabad were based on the Torah—the Written and Oral Law. Because Chabad leaders, the Rebbes, resided in the Russian town of Lubavitch ("City of Love") until 1916, Chabad Chassidism became known as "Lubavitcher Chassidism" and its leader known as the "Lubavitcher Rebbe."

Lubavitcher Chassidim established Jewish institutions and spread Judaism amongst Jews in towns and cities throughout Russia. Lubavitcher leaders through the generations sought to help their brethren materially as well as spiritually. However, implicit in Chabad Chassidism was a universal message for all people—that worship of G-d required intellectual discipline, as well as sincere faith, and that belief should be accompanied by the scholarly pursuit of wisdom.

The Lubavitch Movement was not insulated from the tragic events of the twentieth century. The late Lubavitcher Rebbe, Rabbi Yosef Y. Schneersohn, was arrested by Soviet officials for his unrelenting dissemination of Judaism among Russian Jews. When compelled to leave Russia he moved the Lubavitch headquarters to Riga and then Warsaw. In 1940, soon after the outbreak of World War II, the Rebbe transplanted his headquarters to the United States, establishing

it at its present location, 770 Eastern Parkway, Brooklyn, New York.

In the United States, Rabbi Schneersohn, aided in the post-war relief efforts and pioneered the establishment of the Jewish day-school system now to be found in Jewish communities around the world. In 1950 he was succeeded by his son-in-law, Rabbi Menachem Mendel Schneerson. The new Rebbe created a vast network of educational institutions in the United States and established more than 100 centers scattered throughout the United States and around the globe. In addition to the many thousands of students who study in Chabad-Lubavitch schools, countless others within and outside the Jewish community have been reached and have benefitted by Chabad's response to those in need of educational assistance.

The Chabad-Lubavitch way of life has obviously been of value to the survival of Judaism in the modern world, but what does it say to the world at large? The Lubavitcher message to the larger world community calls for focusing serious concern on the values of education, to provide an education which is imbued primarily with ethical, moral and spiritual values.

Rabbi Schneerson proclaimed the year 5738 (1977-1978) a "Year of Education" and called upon the Congress of the United States to proclaim "Education Day, U.S.A." on behalf of all Americans. In January, 1978, the Congress passed a joint resolution proclaiming April 18, 1978, the Rebbe's seventy-sixth birthday, "Education Day, U.S.A." The proclamation was immediately signed into law by President Jimmy Carter.

Political and educational leaders throughout the nation expressed their enthusiasm for Education Day, and many states and cities large and small across

the nation responded to the initiative of the federal government by proclaiming an "Education Day" in their respective areas. The Rebbe has now called for all countries, states, cities and localities, to join in publicly recognizing the need to create a greater awareness of the essential qualities of education, and providing a better education for all people throughout the world.

Lubavitcher Rebbe's have always responded to the demands of the times. More recently, the Rebbe has worked to reconcile secularism and man's enduring need for a religious philosophy and moral values by which to live.

The Rebbe has recently endorsed the President's proposal to establish an independent Department of Education, for reasons outlined later in this brochure.

Education and a commitment to establishing an environment in which it can flourish, is necessary in a world beset by contagious international crisis and frustrations. Moral and ethical values must be an integral part of any educational system if man is to realize G-d's expectation of him, and if man is to live in harmony with his fellow man. This is the traditional message of Chabad-Lubavitch to the Jewish people. Now it is the message of Chabad-Lubavitch to all peoples everywhere in the world.



*You are cordially invited to attend the
Congressional Reception
marking the proclamation of
"Education Day-U.S.A."*

*April eighteenth-Nissan eleventh
Birthday of the illustrious spiritual leader*

The Lubavitcher Rebbe

Rabbi Menachem M. Schneerson שליט"א

World Head of the Chabad-Lubavitch Movement

Monday, April 17th, 1978

five o'clock

Caucus Room, House Cannon Building

Washington, D. C.

Walter F. Mondale

Vice President, United States of America

Chairman

The invitation sent by the Vice President of the United States to Senators, Congressmen and leading lay leaders of the United States in celebration of the tribute paid to the Rebbe by the Congress of the United States of America.



H. J. Resolution 770

Proclaiming "Education Day, USA"

H. J. Res. 770

Ninety-fifth Congress of the United States of America

AT THE SECOND SESSION

Begun and held at the City of Washington on Thursday, the nineteenth day of January,
one thousand nine hundred and seventy-eight

Joint Resolution

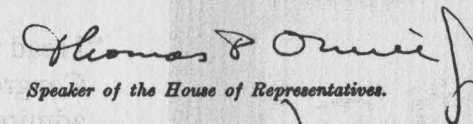
To authorize and request the President to issue a proclamation designating
April 18, 1978, as "Education Day, U.S.A."

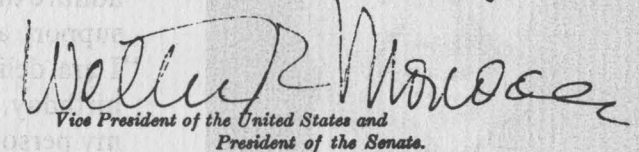
Whereas the Congress recognizes a need for the Nation to set aside on the calendar a day devoted to the importance of education to the lives of its citizens and to the general well-being of the Nation; and Whereas the Lubavitch Movement, which conducts educational activities at more than sixty centers in twenty-eight States as well as around the world, is especially committed to the advancement of education and has proposed the establishment of an "Education Day, U.S.A."; and

Whereas world Jewry marked in 1977 the seventy-fifth birthday of the revered and renowned Jewish leader, the head of the worldwide Lubavitch Movement, Rabbi Menachem Mendel Schneerson, who proclaimed on that occasion a "Year of Education"; and

Whereas the seventy-sixth birthday of this celebrated spiritual leader will occur on April 18, 1978, thus concluding the year of Lubavitch Movement activities dedicated to the "Year of Education" and the Lubavitcher Rebbe's milestone birthday: Now, therefore, be it

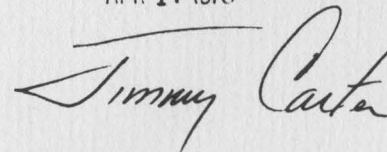
Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the President is authorized and requested to issue a proclamation designating April 18, 1978, as "Education Day, U.S.A."


Speaker of the House of Representatives.


Vice President of the United States and
President of the Senate.

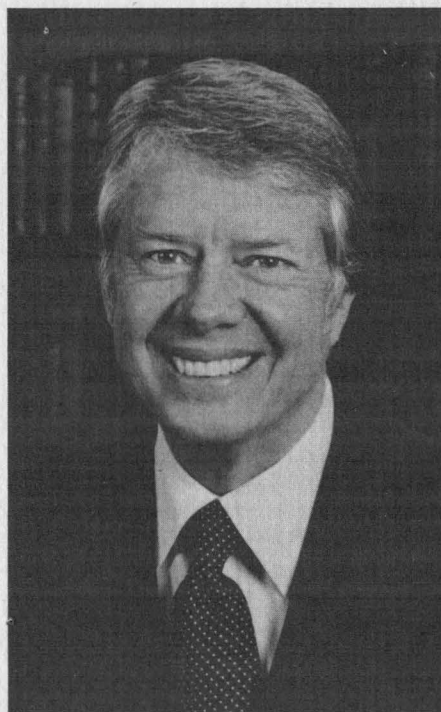
APPROVED

APR 17 1978



The Rebbe Urges

The world renowned Jewish leader, the Lubavitcher Rebbe, Rabbi Menachem M. Schneerson שליט"א has called upon governments of the world to provide: . . . "an education that places greater emphasis on the promotion of fundamental human rights and obligations of justice and morality"



The President Responds

"I read with great interest your response to the resolution passed by Congress designating April 18, 'Education Day—U.S.A.' I admire the thoughts which you expressed and am grateful for your support and prayers.

"I am delighted that 'Education Day—U.S.A.' falls on your birthday. I would like to take this opportunity of extending to you my personal best wishes for many more years of good health and fruitful work."

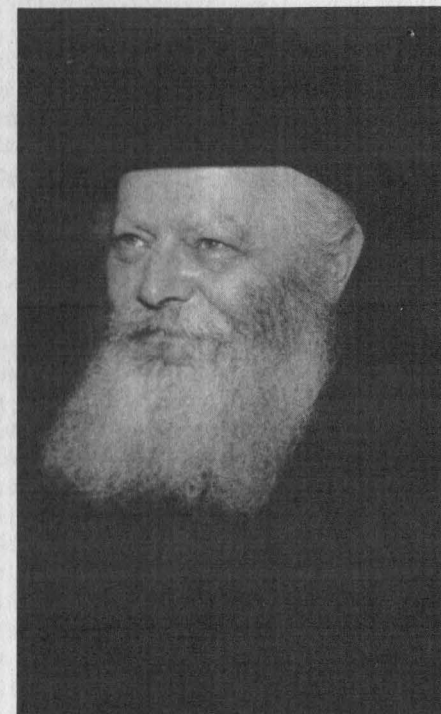
Sincerely,

A handwritten signature in cursive script that reads "Jimmy Carter". The signature is written in dark ink on a light background.

Jimmy Carter

Rebbe calls on President to Extend “Foreign Aid” to Education

“... the proclamation of “Education Day—U.S.A.” augurs well for the vital cause of education in the United States. It will, we hope and pray, also have a beneficial impact on education in all countries which look up to the United States of America for leadership and inspiration in all vital matters that transcend national boundaries, and conduce to a better human society and a better world.”



Excerpts from Address by Rabbi Menachem M. Schneerson, The Lubavitcher Rebbe, שליט"א, Nissan 11, 5738 — April 18, 1978

On this auspicious occasion, in the month of Nissan and on the eve of the Festival of Pesach, the Festival of Liberation, it is particularly pertinent to begin with an expression of gratitude to the Almighty for His infinite kindnesses to each and all of us gathered here, and elsewhere in many places in various parts of the world.

Indeed, *Hakoras ha-tov*—recognition and appreciation of any kindness or benevolence, whether it is received directly from G-d or through the agency of a fellow human being—is one of the basic teachings of the Torah. It is also the underlying basis of many of the Divine precepts of the Torah, beginning with the first of the Ten Commandments (“I am the L-rd thy G-d, who brought thee out of the land of Egypt, from the house of bondage”), and including such an elementary obligation as “Honor thy father and thy mother.”

In honoring one’s parents, one must remember to honor also, and especially the third “partner,” namely, our Heavenly Father, who not only gives life to the newborn child, but also to the other two partners, the child’s parents. And if honoring one’s parents means gratifying their wishes and making them justly proud of their offspring, how much more so is it incumbent upon everyone to order one’s daily life and conduct in accord with the Divine Will. Hence the rule, “Know Him in all your ways” (Prov. 3:6), meaning that awareness of G-d must pervade every aspect and detail of the everyday life. (Maimonides, Code, Section De’ot 3:3)

All our festivals, beginning with Pesach, commemorating the liberation of our people from bondage to Pharaoh, and the prelude to our receiving the Torah at Sinai, giving us also true freedom spiritually, are occasions for expressing our gratitude to G-d. So are many precepts in the Torah—such as *Bikkurim*, the thanksgiving offering of the First Fruits, as well as tithes and gifts to the poor, etc.—expressions of our gratitude to G-d for His benevolence and bounties.

In keeping with the principle of *Hakoras ha-tov* I wish to express my appreciation and gratitude to all the wellwishers who came to participate in this gathering and in similar gatherings in various parts of the United States, especially in the Nation’s Capital, as well as overseas; no less also to all those who were kind enough to send me messages of greeting and blessing on the occasion of my birthday.

I gratefully acknowledge all these felicitations as expressions of affinity with the movement which I am privileged to head, and as tributes to it in recognition of its services to the lands and peoples hosting its educational, cultural and philanthropic institutions.

Mindful of the exhortation, “Seek the peace of the city (and land) whither I have caused you to be exiled, and pray unto the L-rd for it; for in the peace thereof shall you have peace” (Jer. 29:7), we are particularly grateful for the freedom and conducive atmosphere prevailing in these great and blessed United States, where my revered predecessor, my father-in-law of saintly memory, transplanted the headquarters of our movement in 1940, under whose leadership, in the last decade of his dedicated life, the movement took root and flourished, and has borne fruits and fruits of fruits, “like a spring flowing with ever-growing vigor.”

I heartily reciprocate all the good wishes in the words of our Sages, “He who blesses others is blessed by G-d Himself in a most generous measure” (Talmud B. Sotah 38b; Yerushalmi, Ber. 8:5)—in accordance with the Divine blessing to our Patriarch Abraham, “I will bless them that bless thee” (Gen. 12:3).

‘Education Day, USA’

Most deserving of our very profound appreciation is one of the most meaningful actions by the U.S. Congress who, in a joint resolution, carried by a two-thirds

majority in the House of Representatives and by unanimous vote in the Senate, authorized and requested the President of the United States to proclaim this day as "EDUCATION DAY, USA," which the President graciously signed into law.

While the timing of this action was conceived as a tribute to our movement, which sees in education the cornerstone not only of Jewish life, but of humanity at large, and has been dedicated to this vital cause ever since its inception more than two hundred years ago—it is a fitting and timely tribute to the cause of education in general, focusing attention on what is surely one of the Nation's top priorities.

Moreover, this enactment by the U.S. Congress and after that by the President of the United States gives it the force of *dina d'malchusa*, "Law of the Government," which, according to the Halacha (Jewish Law), becomes part of, the Jewish Law. (Shulchan Aruch (Code of Jewish Law) Part 4, chapter 369, Para. 2, 7, 8, 9).

It is fitting indeed that the U.S.A. has shown, through a forceful example, to the world that it places education among its foremost priorities. It is also to be hoped that "Education Day" will become a permanent institution, especially since, by reason of the pervasive nature of education, it would lend further significance to other "Days" such as Father's Day and Mother's Day and similar institutions which have become part of the American life.

The proclamation of "Education Day, U.S.A." is of extraordinary significance in impressing upon all citizens the importance of education, both in their own lives as well as, and even more so, for the young generation in the formative years—particularly in the present day and age.

In Retrospect and Prospect

We have now concluded the "Year of Education" proclaimed last year on this

day. This calls for review and introspection. In all humility we can say that with G-d's help it has been a very successful year for education, with the addition of numerous educational facilities on all levels in the U.S.A. and in many parts of the world; a substantially increased enrollment; and upgrading the quality of education. However, needless to say, as long as there is still one child that does not receive an adequate education, we can neither be satisfied nor slacken our efforts. On the contrary, the successful "Education Campaign" should spur us to even greater efforts in the ensuing year. It is human nature that ambition grows with achievement. If this is so in regard to material riches, how much more so in regard to real and eternal values. Moreover, since this trait of the human nature to strive for ever greater spiritual advancement has been given to every human being by the Creator, as a commendable factor, it is self understood that the Creator provides, at the same time, the capability and opportunities to translate it into tangible results, for "G-d requests of people only according to their powers (that He has given them)" (Midrash Bamidbar 13:3). Thus, in the final analysis, it is mainly a matter of one's own will and determination. And let no one be satisfied with just a little greater effort for the cause of education, but—in keeping fully with human nature as cited above—double and redouble one's efforts for so vital a cause.

Education, in general, should not be limited to the acquisition of knowledge and preparation for a career, or, in common parlance, "to make a better living." We must think in terms of a "better living" not only for the individual, but also for the society as a whole. The educational system must, therefore, pay more attention, indeed the main attention, to the building of character, with emphasis on moral and ethical values. (Need one be reminded of what happened in our own lifetime in a country that ranked among the foremost in science, technology, philosophy, etc.?)

Education must put greater emphasis on the promotion of fundamental human rights and obligations of justice and morality, which are the basis of any human society, if it is to be truly human and not turn into a jungle.

'Foreign Aid' to Education

The United States of America has a long-standing policy of Foreign Aid to developing countries, through direct grants and through U.N. agencies. Economic aid to foreign countries includes also cultural aid for the promotion and support of cultural programs, etc.

It is generally recognized—at any rate among the free and democratic nations—that each nation is a member of the Family of nations, and all must live together in “one world”—which is like one organism. When any part of an organism ails, it affects the whole body; strengthening any part of the body, strengthens the whole.

The record of this Nation's Foreign Aid is unexcelled in the annals of history—which is as it should be for a Nation so generously blessed by the Almighty. One would wish, however, for more affirmative action in the area of cultural, particularly educational, programs.

Economic aid given to a developing country is meant to be used most efficiently and productively. While the conditions attached to such aid must necessarily be limited and circumspect, there are certain conditions which are considered prerequisites. To cite a recent example, President Carter has taken a courageous stand on Human Rights, dismissing the notion that it is an “internal matter,” and he has made it also a condition of Foreign Aid. It is to the President's credit that he has not only raised this issue, but has succeeded in arousing the world's “interest” in behalf of this cause. “Unofficially,” however, there is a great deal more that the

USA government can do to make Foreign Aid even more productive.

This Nation, with a healthy intuition, indeed, conviction, recognizes that its economic system must not be based on crass materialism. Nothing expresses this idea more eloquently and forcefully than the motto on the American Dollar—“In G-d We Trust.”

In giving out billions of dollars in Foreign Aid, many discreet ways can be found to have the beneficiaries take a look and ponder on this inscription, with a view to encouraging them to recognize the importance of Trust in G-d, of appropriate education, with particular emphasis on moral values and general humanitarian principles, as mentioned above.

Carrying this train of thought further brings us also to the question of Military Aid.

Ideally, education should lead to a world state where “Nation shall not lift up sword against nation, neither shall they train for war” (Isa. 2:4). Until such an ideal state is reached, there will be need—in the Nation's own interest—to provide friendly, democratic nations with military aid for self-defense. But not to provide military aid to nations that will use it to start war. It would surely be in the best interests of those countries themselves, as well as of the USA and the world at large, if, instead, goodwill and benevolence towards them were expressed in terms of economic and cultural aid, to help them raise a new generation free from hatred and violence and bent on channelling their youthful energies and ambitions towards all that is good, good for them and for their countries, and for the good of humanity, both materially and spiritually.

* * *

In light of all that has been said above, it is most gratifying indeed that President

Carter, Vice-President Mondale, and the eminent members of the US Congress, G-d bless each and all of them, have thoughtfully and graciously, initiated and associated themselves with the Proclamation of "EDUCATION DAY, USA." It augurs well for the vital cause of education in the United States. It will, we hope and pray, also have a beneficial impact on education in all countries which look up to the United States of America for leadership and inspiration in all vital matters that transcend national boundaries, and conduce to a better human society and a better world.

* * *

Appendix

It has been asked, what is the value of assigning one day in the year to a cause or obligation to which we are committed every day of the year?

The answer has already been given in the Torah, where the institution of "one day in the year," or "once a year," underlies all our festivals and many a religious practice. Suffice it to cite some conspicuous examples:

Rosh Hashanah, the New Year, is celebrated in remembrance of the Creation of the world and of Man. It is designated as "Coronation Day" of the Creator, who became "King of the Universe" after He created the first man—the creature endowed with a unique soul, intelligence and the power of speech, who alone among all the creatures of the world has the capacity of conscious awareness of Creation and of the Creator and of recognizing and accepting, and submitting to, the Divine rule. But the awareness and recognition of the Supreme Being should, of course, be the underlying principle of human conduct each and every day of the year.

Nevertheless, the Torah designates a special day in the year as a "Remembrance Day" so that it serve as an occasion for rededication to the service of G-d and as a source of continuous inspiration throughout the year.

The festival of Shovuous is celebrated as the anniversary of the Divine Revelation and the Giving of the Torah at Mount Sinai. Needless to say, this Divine gift, and our acceptance of it, is an every day experience, and the festival is meant to stimulate everyone of us to an even stronger commitment to its teachings and imperatives in our every day life. With the same enthusiasm as when the Torah was received for the first time, or, in the words of our Sages, "Each day the words of the Torah should be as *new* to you." (Rashi Yetro 19:1)

The offering of *Bikkurim* (first-ripened fruits and farm produce) took place once a year, as an expression of gratitude to G-d for the harvest and daily bread, though every day we reiterate our dependence upon G-d and our gratitude to Him by reciting a Benediction and Grace before and after we eat or drink anything.

The illustrations of the significance of the "one day" in the year institution in the Torah are too numerous to recount. One more, however, must be mentioned which more directly bears on the subject of education.

It is a time-honored Jewish custom that the induction of a Jewish child into a life-long Torah education begins on the child's third birthday. On that day the child is ceremoniously carried on the father's shoulders to *Cheder* (school) and formally enrolled therein. It is an occasion for special celebration for the family and friends. Needless to say, the event leaves an indelible impression on the child's mind. The celebration of "Bar Mitzvah" has a similar significance, on a higher level, when a Jewish boy reaches the age of adulthood as a full-fledged Jew at thirteen and a girl becomes "Bas Mitzvah" at the age of twelve.

Excerpts from Rebbe's שליט"א Address at Anniversary Celebration of 10 Shevat, 5739 — Feb. 7, 1979

Endorsement of the President's Education Program

... Since last year, when the U.S. Congress passed the J.H. Res. 770, authorizing and requesting the President to proclaim 18th of April, 1978 (11 Nissan, 5738) as "EDUCATION DAY, U.S.A.," we have witnessed a growing awareness of the importance of Education as one of the highest priorities of the nation. Nowhere has this awareness been more evident than in Congress and, especially, in the Executive Branch of the government.

President Carter, in his State of the Union message at the beginning of this year, 1979, gave forceful expression to the urgent need of education reform. He has proposed an imaginative and sweeping program of restructuring the Federal stand on education through the creation of a Cabinet-level Department of Education, at the same time requesting Congress to approve a significant increase in federal aid to education. That he has done this at a time when cutting federal expenditure—even in this vital area—would have been more popular in certain sectors, bespeaks his courage and conviction that upgrading the educational system is "the noblest task of government," and in the nation's most vital interests.

The President's proposal is a very real and practical step in the Nation's bicentennial history to give new direction and dimension to its educational system. I hope and pray that his conviction and concern will be shared by the

vast majority of Americans of all walks of life.

I urge everyone to let their representatives in Congress know that they wholeheartedly support the President's proposal, with a view to securing the earliest possible enactment of legislation implementing the said program.

Basic Objectives of Education

In my remarks on the subject of Education in connection with the aforementioned J.H. Res. 770, I pointed out that what we need most is the upgrading of the quality of education in terms of values and character building. To reiterate.

Education, in general, should not be limited to the acquisition of knowledge and preparation for a career or in common parlance, "to make a better living." We must think in terms of a "better life," not only for the individual, but also for society as a whole. The educational system must, therefore, pay more attention, indeed the main attention, to the building of character, with emphasis on moral and ethical values.

I am sure that no one can disagree with the above principle. But a principle, however worthy, is good only if it is actually implemented in the everyday life and conduct. The President's proposal offers hope that more effective education help of the Federal government will provide the framework and means for upgrading the quality of education in the above

sense. . . . I firmly believe, and urge, that the Administration should accentuate this aspect—and not merely on its own merits, but also because it will inspire new confidence in education and help overcome the discouragement and disappointment that many feel as a result of the shortcomings of the education system up until now, which, in turn, will help expedite the legislative process in Congress.

A Light to Other Nations

Our Sages declared, “Everybody is indebted to the wheat-giver.”

Divine Providence has richly blessed this nation and land to be the “bread basket” for many nations, rich and poor. The U.S.A. has been, and will continue to be, an international benefactor on a vast scale, through generous economic and other forms of aid. And, of course, it is only right and proper to share one’s blessings with the less fortunate.

By the same token, this Nation has a moral obligation to share its spiritual blessings with others.

The new direction in education which this Nation is about to embark upon provides an excellent opportunity of setting an example to other nations. But more than an example is needed; a conscious effort is called for to influence other nations, particularly developing countries and beneficiaries of

American aid, to upgrade their educational systems with emphasis on those eternal moral and ethical values which are the very foundation of a civilized society . . . in a concerted effort to make the world a better and safer place for all. . . .

To be sure, aid including “wheat aid” material aid, is to be given and is more welcome when it is given freely, unconditionally. But for a human being the material and spiritual must go hand-in-hand together. . . . Many a discreet way can be found to encourage other nations to follow the way of placing education at the top of national priorities, to the extent of investing a consistently growing share of the national resources in education, even while cutting down on military and similar expenditures.

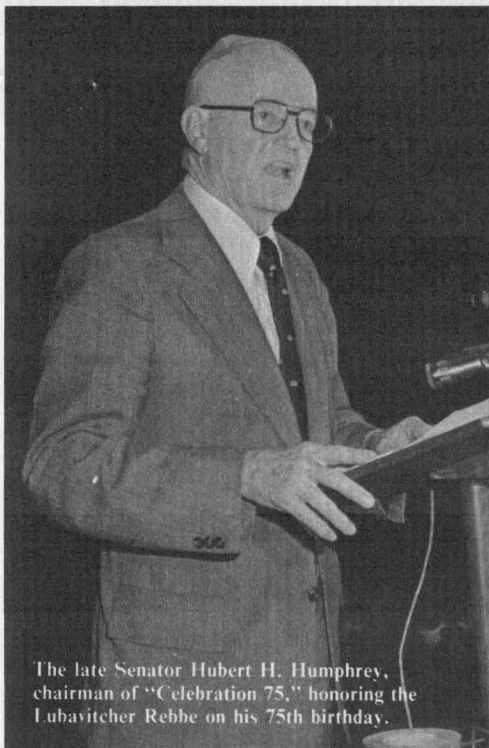
And the sooner all the nations of the world begin to divert their resources from implements of war to implements of peace, beginning by inner peace and harmony of the individual as well as living in peace and harmony with one’s neighbors, the sooner we will see the realization of the Prophetic vision: “Nation shall not lift up sword against nation.” Only through real and proper education can this be achieved, G-d willing.

EDUCATION DAY U.S.A.
APRIL 18 1978
76 BIRTHDAY OF THE
LUBAVITCHER REBBE



Photos of Congressional Tribute to the Rebbe

Dr. Max M. Kampelman, Chairman of the program,
addressing the assemblage in the House Caucus Room.



The late Senator Hubert H. Humphrey, chairman of "Celebration 75," honoring the Lubavitcher Rebbe on his 75th birthday.



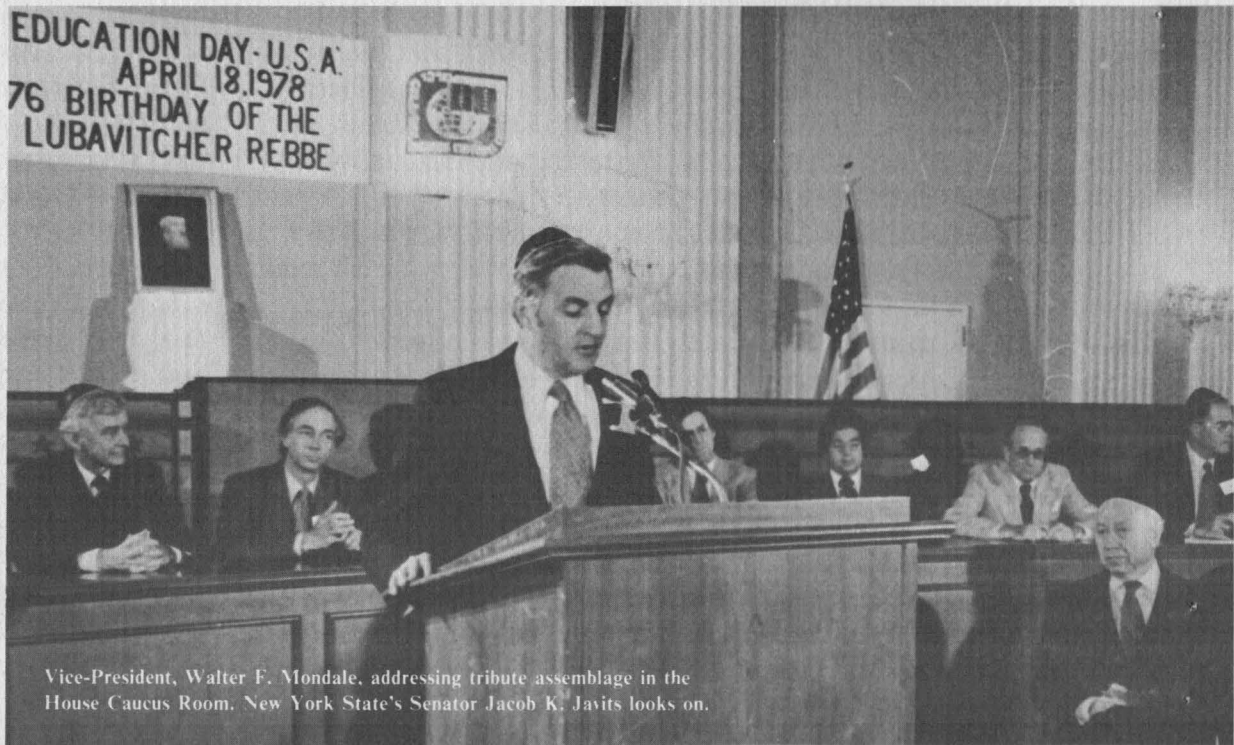
From left: Rabbi Abraham Shemtov, Industrialist Leonard Goldfine and Attorney Jerome Shestack, speaking with Vice-President Walter F. Mondale.



Robert J. Lipschutz, Counsel to the President, brings President Carter's personal greetings.



Senator Edward Kennedy, Co-Sponsor of the "Education Day" legislation, exchanging greetings with Vice-President Mondale.



Vice-President, Walter F. Mondale, addressing tribute assemblage in the House Caucus Room. New York State's Senator Jacob K. Javits looks on.

Excerpt from a letter by the Rebbe שליט"א on the proposed creation of a Special Department of Education

... I am certain that you will agree that the state of education in this country (as in many others) leaves much to be desired; that the status quo (as reflected in juvenile delinquency, etc.) is far from satisfactory, and, what is worse, has been steadily eroding; and that some determined nation-wide effort is called for to upgrade the quality of public education in this resourceful country.

I trust you will also agree that such an enormous effort, which is surely in the highest national interest, can come only from the Federal government with the fullest cooperation of State, County and City.

In my view, a separate, adequately funded Cabinet-level Department of Education, subject to legislative safeguards to ensure that the traditional primacy of States and localities in education affairs would not be jeopardized, could well meet the challenge.

The main reasons why I support the said proposal are as follows:

1. The creation of a distinct Cabinet-level Department of Education would have a salutary impact on all who are involved in education, particularly parents, teachers, and students. The very innovation of upgrading the status of Education from that of an adjunct to, or division of, another national agency, would pointedly

underscore its proper place among the Nation's highest priorities.

2. The workshops of child education are the school and the home. For various reasons, which need not be discussed here, contemporary parents in this country, as in many others, have virtually abdicated their educational responsibility, leaving the school and the street as the primary, almost exclusive, factors in the child's education. Insofar as the street is concerned there is very little that can be done as things now stand. More can be done, and needs to be done, to get parents more involved in the education of their children. But in the final analysis it is the public school where the greatest improvement can and must be achieved.

3. Among the factors that lie at the roots of the shortcomings of public education, two—in my opinion—command primary attention: One has to do with the general curriculum, which should place much greater emphasis on character building and moral and ethical values. The other has to do with the quality of teaching—by qualified, dedicated and motivated teachers. The latter point requires the upgrading of teachers' salaries on par with comparable professions in other fields of science and relieving them, as far as possible, of other

frustrations and stresses.

4. The upgrading of the Nation's educational system will, of course, require considerable Federal spending. But this is one area where spending has built-in returns, not only in the long term, but also in almost immediate gains, in terms of diminishing expenditures in the penal system, crime prevention, reduction in vandalism, drug abuse, etc. In the longer term it would also bring savings in expenditure on health and welfare, and—one may venture to say—even in the defense budget, since a morally healthy, strong and united nation is in itself a strong deterrent against any enemy.

5. The creation of a separate Cabinet-level Department of Education, as I understand it, has been conceived not for the purpose of merely improving administrative efficiency, nor merely as coordinator of existing programs, or for similar technical reasons. The main purpose is to breathe new life into the whole educational system of this Nation, and to involve the whole Nation, through its Federal government, in this massive and concerted effort. As such—I am convinced—it deserves everybody's support.

ב"ה

National Salute to Education

in tribute to

*Three Decades of World Leadership
of*

The Lubavitcher Rebbe

Rabbi Menachem M. Schneerson שליט"א

World Head of the Chabad-Lubavitch Movement

on the occasion of his Birthday

Nissan eleventh - April eighth

*Lubavitcher Headquarters
Brooklyn, New York*

April 6-9, 1979

*The White House
Washington, D.C.*

Program

Luncheon Meeting - Mayflower Hotel

For Rabbinic and Lay Leaders

representing sixty centers in thirty two states

Conference on Education

at

The White House

- Family Theatre Room -

Cocktail Reception

U.S. Capitol Room S. 120

For Delegates and Members of Congress

Closing Dinner

at the Mike Mansfield Room

Invitation and program of the Conference on Education at the White House held in tribute to the Rebbe, attended by National leaders from across the United States, launching a new major campaign to intensify the awareness that "education should place greater emphasis on the promotion of fundamental human rights and obligations of justice and morality".

*"Educate the child according to his way,
 Even when he will be old
 He will not depart from it".*

(Proverbs 22:6)

חנוך לצער על פי דרכו
 גם כי יזקין לא יסור מענה
 (משלי כ"ב ו')



cents

Name	Date
Yael	8/4/82
Resalit	7/24/82
Clara	

*Published by
 Merkos L'Inyonei Chinuch
 The Educational Arm of the Lubavitch Movement*