

TISHREI IN LUBAVITCH

Talking Points

A TRIP TO GATHER TREASURES

Imagine you are going on a trip to a faraway place. It is a big trip, so you can't go very often, and you are very excited! There, in the place you are traveling to, are wonderful treasures — free for anyone to take!

So you make sure you have your passport, so that you'll be able to go. You make sure you have your ticket, so you'll travel to the right place. You make sure you have food so you'll have the *koach* to collect the treasures. And, of course, you make sure you have a big suitcase to bring all of your treasure home!

Tishrei is in a way like that special trip.

HEAD OF THE YEAR

The letters of *Tishrei* can be rearranged to spell the word “*Reishis*,” the head, or the beginning. Just like *Rosh Hashana*, the whole month of *Tishrei* is the head of our year!

What is a head?

Inside your head is a brain that makes all of the decisions for your whole body. Are you thirsty? That's because your brain realized that you didn't drink enough water. Does your toe hurt? That's because your brain knows that you bumped it. Are you breathing fast? Your brain decides that too.

All of the chayus for our body starts out in our head. Then our head sends the right amount of chayus to our arms, to our legs, and to our toes.

If we think of the year like a body with many different parts, the month of Tishrei is the head.

The month of *Tishrei* brings us a treasure of new *chayus* and *kochos* — enough for the whole year! During *Tishrei* a new *chayus* comes into the world with everything we will need during the entire year.

HEAD OF THE YIDDEN

Just like the *chayus* of the year has a “head,” *Yiddishe neshamos* have a head too.

The *Chachomim* teach us that every generation has a *tzadik* who is the head of the *Yidden* of his time.

The word “*Rebbe*” stands for the words “*Rosh Bnei Yisrael*” — the HEAD of the *Yidden*.

Hashem sends all of the *kochos* for each generation through the head, through the *Nasi Hador*. Then these *kochos* are passed down to us, through the *tefillos* and the *brachos* of the Rebbe.

GETTING THIS NEW CHAYUS

Of course, we want to feel the new *chayus* of *Tishrei* in the strongest way possible!

The way to do this is to go straight to the “head”! When we have a strong *hiskashrus* to the Rebbe, we will be able to get the new *chayus* in a very strong way.

AFTER GIMMEL TAMMUZ

The *chayus* for the world always comes through the *Rosh Bnei Yisrael*, the Rebbe. Even though we can’t see the Rebbe, Hashem still sends the *chayus* through the Rebbe in the same way.

And just like before, when we have a strong *hiskashrus* to the Rebbe, we will feel this *chayus* in a very strong way!

Of course, it can be easier to have *hiskashrus* when we see the Rebbe right in front of us, but with a little more *avodah*, we can have the same *hiskashrus* now too.

HOW TO HAVE HISKASHRUS

The main way to have *hiskashrus* is always to learn the Rebbe’s Torah!

The Rebbe taught us so much about *Chodesh Tishrei* and what each of the *Yomim Tovim* should help us feel! There are *Michtovim Kloliim*, which are letters sent to *Chassidim* around the world about the upcoming *Yomim Tovim*. There are *sichos*, *maamarim*, and *farbrengens*. By learning and understanding the Rebbe’s words, we will be ready to collect the treasures that the *Yomim Tovim* are bringing into the world.

We also have *hiskashrus* by doing the things the Rebbe taught us — the special *minhagim* of *Tishrei*, and of course doing *mitzoyim* so many more Yidden can also appreciate the *Yom Tov*!

Together with this, there is also another important way to have *hiskashrus*:

TZIYUR PNEI HORAV

After the Frierdiker Rebbe’s *histalkus* in *Tof-Shin-Yud*, the Rebbe taught *Chassidim* many things about *hiskashrus*.

One of the ways the Rebbe encouraged *Chassidim* to have *hiskashrus* was *Tziyur Pnei HoRav*, picturing the Rebbe’s face. *Chassidim* who had seen the Frierdiker Rebbe should close their eyes and remember what they saw. *Chassidim* who did not get the chance to see the Frierdiker Rebbe should look at a picture and think about the Frierdiker Rebbe.

The Rebbe later told *Chassidim* that the more they learn about the Rebbe and what the Rebbe taught, the more

they will appreciate what they saw. Knowing what a Rebbe is will help us be much more inspired by seeing how the Rebbe acts. When we understand the *Yomim Tovim* in a deeper way, we will be able to see the *inyan* of the *Yom Tov* in the pictures of the Rebbe.

We as *Chassidim* are very lucky, because we have many more pictures and videos of the Rebbe than any other generation. We are able to learn from looking at the Rebbe much more than ever before.

TISHREI IN LUBAVITCH

The book “*Tishrei* in Lubavitch” is a collection of pictures of the Rebbe during this special time of the year.

We see how the Rebbe prepared for each *Yom Tov*, and we can see the way the Rebbe acted with *Chassidim* around each of the special days in *Tishrei*.

There are pictures of the Rebbe giving out *lekach*, dollars and *Kos Shel Bracha*. There are pictures of the Rebbe at *farbrengens*, in the *sukkah*, and walking to 770. There are pictures of the Rebbe at *davening*, doing *kaparos*, and shaking the *Lulav* and *Esrog*.

To appreciate all of these pictures completely, we need to learn what the Rebbe taught us about *Tishrei*. We need to understand what a Rebbe is, and why it is important to learn from the Rebbe’s *avodah*.

Let’s point out a few of the things we can see in these pictures, so we can appreciate them more:

EVERY SINGLE JEW

The Rebbe is not just the Rebbe for big *chassidim*, the Rebbe is the Rebbe for ALL the Yidden.

We can see this in so many pictures of the Rebbe during *Tishrei*! We can see how the Rebbe had special rallies for the kids ([p. 86](#)), a *farbrengen* especially for women ([p. 29](#)), and the Rebbe’s *brachos* given to the *Yeshiva bochurim* ([p. 64](#)). The Rebbe takes the time to give each Yid what he or she needs.

We can see how the Rebbe took the *pidyonos* of all kinds of Yidden ([p. 38](#)), asking *brachos* for the new year. We see how the Rebbe took such care of each *pidyon* ([p. 40](#)), asking Hashem to answer all of their *tefillos*. The Rebbe cares that every Yid should have what they need and want, a *Shana Tova* in *Gashmias* and *Ruchnias*.

LIVING THE YOMIM TOVIM

The first part of *Tishrei* is a serious time.

On *Rosh Hashana*, we crown Hashem as King of the world. We make sure to spend every free minute saying *Tehillim*, so that none this holy time is wasted.

Yom Kippur is the day when Hashem forgives us for all of our *aveiros*. We show Hashem that we are ready to serve Him properly this year, and we fast and *daven* the whole day.

We can see how the Rebbe looks more serious in the days around *Rosh Hashana* and during the *Aseres Yemei Teshuvah*.

The second half of *Tishrei*, starting on *Motzaei Yom Kippur*, is a very happy time! We can see the Rebbe's *simcha* during all of these days ([p. 66](#)), bringing *simcha* to all of us too!

COMING TO LUBAVITCH

When we had a *Beis Hamikdash*, all *Yidden* would come there to be *Oleh Regel*.

The *Chachomim* taught that after the *Beis Hamikdash* was destroyed, *Yidden* should travel to their teachers during *Yom Tov*.

This is one of the reasons why *Chassidim* would come to spend the whole or part of *Tishrei* with the Rebbe. In the pictures, you can see guests from around the world, coming to spend these special days together with the Rebbe.

Even though unfortunately now we can't actually see the Rebbe, we can still get the *chayus* of traveling to the Rebbe.

By learning the Rebbe's Torah and seeing how the Rebbe spent this special time, we can feel the *chayus* of *Tishrei* and bring it into our year! We hope this will make it a year full of good things, and a year of *Geulah*, when we will be able to celebrate the *Yomim Tovim* with the Rebbe *beGashmius*, in the *Beis Hamikdash Hashlishi*!

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