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The most essential matter is that "so shall it be for us, in actuality." Moreover, indeed, it has already been, in the past tense. In particular, our Rebbes and leaders have revealed to us that the publication of the coming of Moshiach is in the newspapers.¹ This has actually occurred in recent times, as several newspapers throughout the world have publicized (and we should increase the publicity) that "**Behold, he (Melech HaMoshiach) is coming.**"² Immediately and literally speaking, **he should have already come**, below ten handbreadths³ and in a manner that is manifest for the entire world to see, and especially "for the eyes of all of Israel."⁴ And may this occur in actuality, immediately!

(from the talk of Shabbos Parshas Netzavim 5751, Second day of Rosh Hashanah, and Shabbos Parshas Vayeitech, 6 Tishrei, 5752)

1. See *Sefer HaSichos Toras Shalom*, p. 12: "The Rebbe (the Alter Rebbe) has said that Moshiach will appear in the gazettin (newspapers) ... all the Jews will be ready for the coming of Moshiach as if the newspapers reported that he is coming..."

2. *Shir HaShirim* 2:8. And in *Shir HaShirim Rabba* on the verse.

3. *[An expression frequently used by the Rebbe to denote that what will occur is not just a metaphor or even a spiritual reality, but that it will be so in the domain that we inhabit, within the confines of the physical world. Translator's note.]*

4. End of Parshas *Brocha*.

BESURAS HAGEULO

The Announcement of the Redemption

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by the
Lubavitcher Rebbe
Rabbi Menachem M. Schneerson

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Concerning Moshiach and Redemption

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40.3
 "All the appointed times have passed" and Teshuvah has already been done, and we stand "all of you prepared" for a long time already
(Blessing of the Rebbe, Shlita, evening of Rosh Hashanah after the annulment of vows)
41.4
 It has already been published in many, many newspapers throughout the world that "Behold he (the king Moshiach) is coming," and imminently - he will already have come in actual reality, and there is need to publicize this even further
(Shabbos Parshas Nitzavim, 5751, 2nd Day of Rosh Hashanah, and Shabbos Parshas VaYelech 6 Tishrei 5752)

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The most essential matter is: the true and complete Redemption, truly immediately!

Several signs indicate the imminence of the Redemption, primarily the statement of our Sages¹ many generations ago that: "All the deadlines have passed, and the matter depends solely on Teshuvah [repentance, return]." My sainted father-in-law, the leader of our generation clarified that Teshuvah had already been achieved, and that we "all stand ready,"² and we have been ready for quite some time.

(The blessing of the Rebbe Shlita, after the Annulment of the Vows, Erev Rosh Hashanah, 5752)

IN LOVING MEMORY OF
 Horav **Schneur Zalman Halevi** עי"ה
 ben Horav **Yitzchok Elchonon Halevi** הי"ד **Shagalov**
 Passed away on 21 Tamuz, 5766

Reb **Dovid Asniel** ben Reb **Eliyahu** עי"ה **Ekman**
 Passed away on 5 Sivan - Erev Shavuot, 5765

Mrs. **Devora Rivka** bas Reb **Yosef Eliezer** עי"ה **Marenburg**
 Passed away on the second day of Rosh Chodesh Adar, 5766

Reb **Yitzchok Moshe** (lan) ben Reb **Dovid Asniel** עי"ה **Ekman** (**Santiago, Chile**)
 Passed away on the 24th day of Shevat, 5769

ת. נ. צ. ב. ה.

AND IN HONOR OF
 Mrs. **Esther Shaindel** bas **Fraidel Chedva** שח"ח **Shagalov**

DEDICATED BY
 Rabbi & Mrs. **Yosef Y.** and **Gittel Rochel** שיח"י **Shagalov**

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1. *Sanhedrin* 97:2.

2. The expression of my Sainted father-in-law in his letter of 26 Adar I 5698 - [published in] his *Igros Kodesh* vol. 4, p. 279. And see *HaYom Yom* 15 Teves.