

The SHADAR

REB SHMUEL DOVID HALEVI RAICHIK A"H

With the onset of the annual Kinnus Hashluchim Haolomi we present the story of an individual who embodied the Rebbe's Shlichus. With complete self-sacrifice, Reb Shmuel Dovid Raichik dedicated his every fiber to fulfilling the Rebbe's word. These warm anecdotes will no doubt help us attain a glimpse into the true meaning of "Dem Rebbe's a Mentch".

Reb Shmuel Dovid Raichik was born on 2 Iyar, 5678 in Mlava, Poland. Reb Shmuel Dovid's grandfather, Hagaon Reb Chaim Shmaryhou Segal was the Dayan in the city and his father Reb Shimon was a distinguished Amshinover Chassid. At the age of 18, upon the urging of the Amshinover Rav, Shmuel Dovid travelled to Otwock and was accepted into Tomchei Temimim.

OTWOCK

In Otwock, Shmuel Dovid studied under the great Rosh Yeshiva, Reb Yehuda Eber, and the renowned mashpia Reb Boruch Friedman, HY"D. From early on, Reb Shmuel Dovid became known for his

diligence, scholarship and yiras shomayim, but most of all, he benefited from being near the Frierdiker Rebbe who guided him in everything he did. In short time he became a choizer, joining the select group who memorized and reviewed the Rebbe's maamarim.

Fellow temimim recall Reb Shmuel Dovid's meticulous observance of the Mitzvot and his passionate davening. His Shabbos davening would last as long as six hours and included lengthy hisbonenus. At night, when reciting krias shema, Reb Shmuel Dovid would often become engrossed in introspection until the early hours of the morning. During the day he engaged his sharp mind in

deep study of gemora.

This was all interrupted by the outbreak of WWII on 17 Elul 5639. Four days later, the Frierdiker Rebbe left Otwock for Warsaw, with the intention of leaving Poland and traveling to Riga. Reb Shmuel Dovid merited serving the Frierdiker Rebbe and carried his packages to the car, and he later recalled that when the Frierdiker Rebbe left Otwock, it was obvious that he was very broken and his expression was terrifying to behold.

ESCAPE

For many yeshiva students in Poland at the time, the only means of escape was to steal across the border into Vilnius. Of



course, such a trip was fraught with danger. Shortly before Chanukah that year, however, Reb Shmuel Dovid and a friend reached Warsaw, where the Frierdiker Rebbe instructed them, and gave them money, to escape to Vilnius. Many miracles took place in the course of their journey, and in the merit of the Rebbe's brochos, the perilous passage was successful.

It soon became clear that to survive, the rather large group of bochurim would have to flee Europe, and thus, when Japan's consul to Lithuania, Chiune Sugihara, sacrificed his diplomatic career to issue Japanese passports to Jewish refugees, Reb Shmuel Dovid helped procure visas for his fellow students and

others.

The yeshiva reestablished itself in Kobe, Japan, for a year and then relocated yet again—this time to Shanghai, where many other Jews spent the remainder of the war years as well. Reb Shmuel Dovid quickly acquired a reputation as an extraordinary yorei shomayim and lamdan even among the Lithuanian rabbis not familiar with Chassidus.

In Shanghai, Reb Shmuel Dovid became the foundation for the uprooted Lubavitch yeshiva. It was then that his organizational talent for communal affairs became apparent. He worked tirelessly to enhance the physical wellbeing of his fellow students in the yeshiva.

Throughout that period, Reb Shmuel Dovid was in constant contact with the Frierdiker Rebbe. The Frierdiker Rebbe, in addition to raising money and exerting effort to rescue Jews in German-occupied territory and Russia, also raised money to send to Shanghai.

Reb Shmuel Dovid had made a custom of buying the daily newspaper and checking the stocks column. If he noticed that a certain person or company's stock had risen, he would go there to solicit funds desperately needed for the yeshiva. He used to carry with him a small notebook—on one page one could find scholarly notes dealing with a complex piece of gemora and while on another you

might find a list of foodstuffs he needed to acquire in order to feed the hungry boys of the yeshiva.

When the war finally ended, the efforts to obtain American visas for the Bochurim intensified. Reb Shmuel Dovid coordinated these efforts and was in constant contact with Rashag and the American foreign embassy. He also raised money for their journey and arranged all their travel plans.

Although he was given many chances to leave, he chose to stay until the very last student was able to leave, in 5706.

Reb Shmuel Dovid was so involved in every detail, that at a certain point his activities came under suspicion of the local government authorities and he was briefly arrested.

SHADAR

When Reb Shmuel Dovid finally reached the United States, the Frierdiker Rebbe immediately appointed him as his personal shliach. His function was to visit various cities and communities in order to strengthen the spiritual state of the local Jews and connect them to the Rebbe and Chassidus. From then on, Reb

Shmuel Dovid carried the title “Shadar,” an acronym for Shlucha D’Rabanan (or, as some people point out, Shmuel Dovid Raichik).

In a letter to Reb Shmuel Dovid dated 4 Adar 5707, the Frierdiker Rebbe writes: “I request that you write in detail about your trip, specifically regarding the hisoirerus you have created among Anash and their families, in the chinuch of their children and their state of yiras shomayim, as well as your efforts in evoking the memories of their ancestors.” (See Sidebar).

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ABOVE: REB SHMUEL DOVID SITTING ON THE LEFT, WITH THREE OTHER BOCHURIM AFTER ARRIVING IN VILNIUS. BELOW: YESHIVAS TOMCHEI TEMIMIM LUBAVITCH GROUP PHOTO AFTER RELOCATING TO SHANGHAI, CHINA. REB SHMUEL DOVID IS SITTING BOTTOM ROW, SECOND FROM LEFT.



In a letter written to the famous mashpia, Reb Shlomo Chaim Kesselman, the Frierdiker Rebbe wrote: “I clearly noticed the great benefit from the trip made by my cherished student Reb Shmuel Dovid, one of the refugee students of Shanghai, who has traveled on my shlichus in this country and Canada to visit selected cities that include communities outside of Anash, to encourage them in the furtherance of Torah study, in establishing Torah classes, and in the chinuch of their children. Thank G-d he is highly successful. May Hashem help him materially and spiritually.”

Aside from his work in strengthening Jewish observance throughout America, Reb Shmuel Dovid also collected money for “Maamad,” funds intended for the Rebbe’s personal use. When he would

Reporting from Shlichus

As mentioned, the Friediker Rebbe requested that Reb Shmuel Dovid write Duchos on what he was encountering during his travels. Here are some excerpts from these Duchos.

This past Shabbos Mevorchim Nissan I was in Boro Park for a sheva brachos of Reb Mordechai Bryski. On Shabbos I spoke in the Nussach Sefard shul about limud hatora, chinuch, kashrus, and other divrei hisorerus. There were over one hundred men there. I encouraged them to begin saying tehillim every day after davening. Reb Avraham Weingarten told me that his father davened there and that my words made a great impression.

For Shabbos Parshas Vayikra I came to Bridgeport. I spoke in the Lubavitch shul about the work of the Rebbe and especially about Merkos, reminding the people of their roots. I also spoke about the importance of limud hatora and the importance of Jewish education for their children. At shalosh seudos I reviewed a maamar chassidus in the Ashkenazic shul.

On Shabbos Parshas Tzav I was in Norfolk, and I spoke in the Beis Avrohom shul. I spoke about shmiras shabbos, limud hatora, and educating their children in proper chadarim.

On Sunday, Tes Nissan, I was in Portsmouth. I spoke with Reb Yitzchok Greenfeld and I told him that he is responsible for the standard of Jewish education the children are receiving in his Talmud Torah. After maariv, I spoke in the shul Gomlei Chessed, stressing the same ideas. I visited a Shmuel Stone in his home and we discussed the low level of Yiddishkeit in the city. I explained to him that he carries the responsibility to strengthen the spiritual well being of the Jews in his city. Before I left he told me that when I come back next year I would definitely see great improvements in the shul and community.

On Beis Iyar I was in Patterson. I visited Bentzion Friedman and encouraged him to send his grandson to learn in a yeshiva.

On Shabbos Parshas Achrei Kedoshim I was in Pas-saic. I spoke in Ohavei Shalom Anshei Lubavitch

about limud hatora and shmiras shabbos. Before mincha I taught a shiur in Pirkei Avos and by shalosh seudos I chazered a maamar. Reb Shlomo Yaffe promised that starting next shabbos he will begin teaching a class on Hilchos Shabbos.

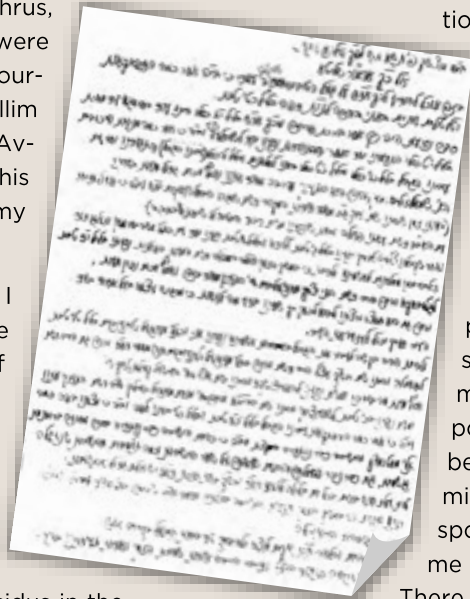
Sunday I returned to Patterson and spoke to Men-achem Mendel Tzukerman who promised me to begin a daily Ein Yaakov shiur in the Lubavitch shul.

On Shabbos Parshas Emor I was in Scranton, Penn-sylvania, and I spoke before mussaf at Congrega-tion Ohavei Tzedek. I addressed them about the work of the Rebbe, about limud hatora, shmiras shabbos and proper chinuch for their children. Be-fore mincha I taught Pirkei Avos in Machzikei Hadas and after shalosh seudos I chazered a maamar for about eighty peo-ple. Reb Shmuel Shapiro gives a shiur there in Ein Yaakov. During my shiur I emphasized the im-portance of learning every day before mincha. They made a com-mitment to begin that Sunday. I spoke to Tzvi Harris who promised me to get involved in giving shiurim. There is no Nussach Ari shul in Scranton or in the surrounding towns.

Tuesday, Parshas Behar Bechukosai, I was in Ele-phant, a small town near Scranton with very few Jews. I met with the president of the shul, Meir Rosenfeld, who is shomer shabbos. Also, I met Reb Asher Zelig Goldenberger, president of a shul in Dixon City, another small town. I spoke with him for a long time and he promised to establish a daily shiur in his shul. In Scranton, some mentioned the idea of opening up a Yeshivas Achei Temimim.

For Shabbos I went to Wilkes-Barre and spoke in three shuls about the Rebbe, shmiras shabbos and chinuch hakasher. I also spoke about establishing a daily shiur and they promised to do so. We made up that I would return for Shabbos Behaaloscha to speak to them.

Monday, Parshas Bamidbar, I came to Allentown. On Tuesday I taught Chassidus in the Agudas Achim shul. On Wednesday I visited Binyomin Shaf-fer who lives a bit out of the city. I farbrenged with him and it had an impact. He took me to shul for maariv and told me that he hadn't davened maariv in ten years. I spoke to him about the necessity of putting on tefillin every day. I hope he will.



discuss this concept with people, he would always point out that the literal meaning of the word “Maamad” (to uphold and sustain) also demonstrated the great effect it has on the person who takes part in it. It elevates him to new heights and infuses him with special

kochos. Reb Shmuel Dovid always had in mind the words the Rebbe had once written to him: “The main function of a Shadar is to reap physicality (money) and sow spirituality (נעמען גשמיות און זייען רוחניות)”.

In his trips to communities of Anash

throughout the United States it was obvious that he also was investing a lot of energy in being mashpia on the yungerleit to bring them closer to the Rebbe and to strengthen their Hiskashrus.

With regard to Reb Shmuel Dovid and his trips on behalf of the Rebbe, Reb Shmuel Levitin (director of Vaad Ha-maamad at the time) recalled:

After the histalkus of the Frierdiker Rebbe, there was a concern that the funds contributed to Maamad would decrease. It was therefore decided that various pairs of Chassidim should travel to central locations of Anash and encourage the contribution of Maamad. Reb Shmuel Dovid traveled with another Chossid to a small city. The inn in which they stayed was not the most beautiful or comfortable place, to say the least. And while Reb Shmuel Dovid was used to such accommodations, his companion complained to him. “How can anyone sleep on such a bed?” Reb Shmuel Dovid responded, “What is the fuss? It is only a few nights sleep.”

AMERICAN JEWISH RENEWAL

For months on end, Reb Shmuel Dovid traveled the United States, surviving for weeks on sardines and fruits and vegetables, visiting Jews in places like Chattanooga, Tennessee and Cheyenne, Wyoming, and setting up schools and mikvahs, and generally mapping the way for a future Jewish revival.

Because of his refinement and gentle disposition, people took an immediate liking to Reb Shmuel Dovid, trusting him with their most intimate secrets. Much of the post-war Jewish infrastructure in many cities across the United States can be traced to Rabbi Raichik’s tireless efforts.

Reb Shmuel Dovid married Lea Rapaport in 5708. For Simchas Torah in 5709, Reb Shmuel Dovid traveled to the Frierdiker Rebbe and was invited to take part in the Yom Tov seudah by the Frierdiker Rebbe’s table. Reb Shmuel Dovid merited a special kiruv from the Frierdiker Rebbe who personally handed him a plate of food.



ABOVE: REB SHMUEL DOVID, FOURTH FROM RIGHT IS GREETED BY A DELEGATION FROM THE JEWISH COMMUNITY IN SEATTLE IMMEDIATELY AFTER ARRIVING UPON U.S. SHORES.

BELOW: REB SHMUEL DOVID FARBRENGING IN A NUSACH ARI SHUL HE VISITED DURING HIS TRAVELS ACROSS AMERICA.



Dedicated Guidance

Reb Shmuel Dovid was fortunate to receive detailed instructions from the Frierdiker Rebbe in many instances; here are some examples:

12 Marcheshvan 5707:

In answer to your query,

I recognize and value your dedicated work to inspire interest for learning in yeshiva and to speak publicly about the importance of supporting those who learn Torah, and most importantly to explain and encourage in an organized fashion how crucial it is for the child that the teacher be a G-d fearing Jew. Hashem should help you in establishing yourself with a good shidduch and parnassa in abundance, both materially and spiritually.

6 Kislev 5707:

In answer to your question as to how you should settle down,

Indeed, you should remain in Yeshivas Tomchei Temimim but your main involvement should be in collecting maamad in the shuls here and in the outlying areas, and to inspire others to learn Chassidus according to their level of understanding.

8 Teves 5707:

In answer to your letter,

Thank you and a special blessing for your travels to meet Anash and encouraging them to organize farbrengens in the ways of Chassidim, and in establishing time for learning. Hashem should grant you success in settling down to a way of life in the tent of Torah and avoda with parnassa in abundance materially and spiritually.

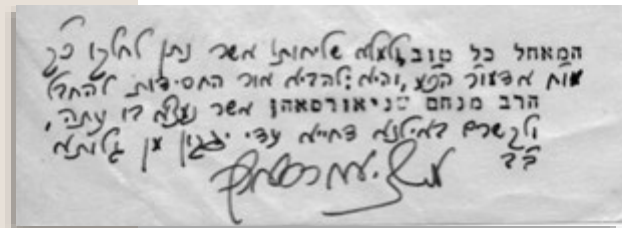
24 Teves 5707:

In answer to your letter regarding your travels,

Surely you will describe in detail the spiritual situation of Anash and that of their children and the takanos they have established, and Hashem will grant them success materially and spiritually.

ever you go, you should sit by the mizrach wall.”

That same year he was appointed as the shliach to the West Coast and settled permanently in Los Angeles. Dignitaries and beggars alike felt welcome in the Raichik home. Much of the city’s official Jewish business was conducted around the Raichik’s dining room table.



KSAV YAD: A HANDWRITTEN NOTE FROM THE REBBE DATED 10 IYAR 5710, THREE MONTHS AFTER THE FRIEDIKER REBBE’S PASSING, QUOTED BELOW.

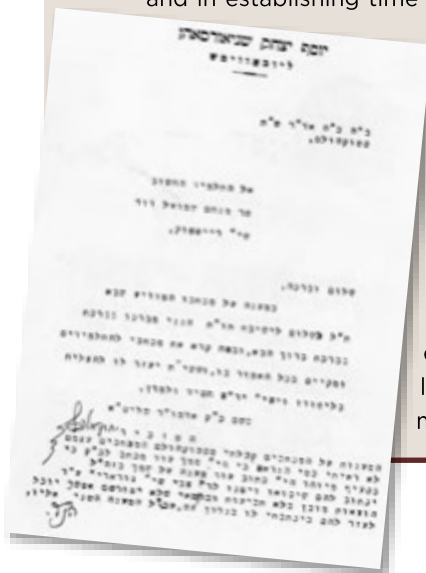


In addition, Reb Shmuel Dovid continued his travels to cities across America to educate and reenergize existing and sprouting Jewish Communities, and was an example and guide to many Chabad-Lubavitch Emissaries around the world.

The last words of the Frierdiker Rebbe to him were, “Always be b’simcha.”

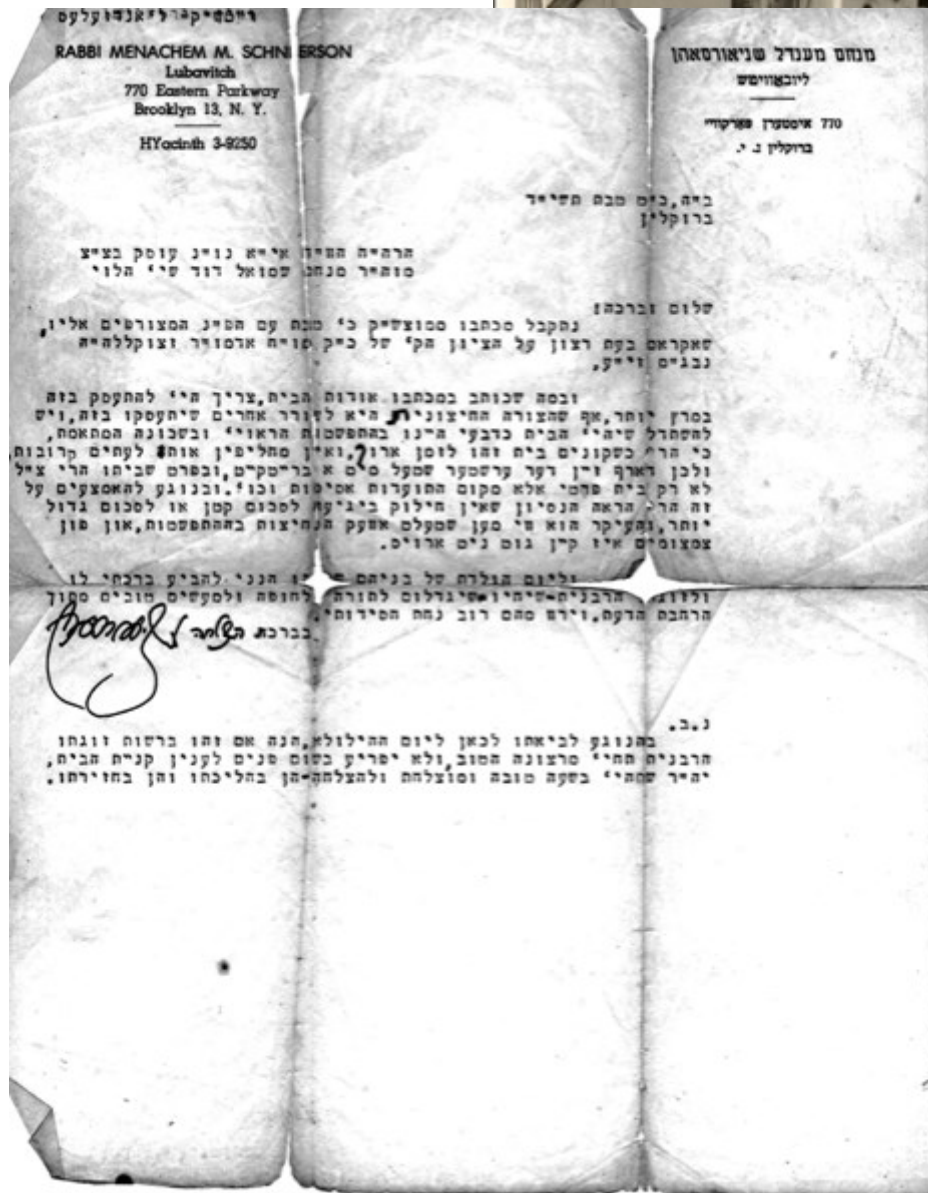
CONQUERING THE WEST COAST

On 10 Iyar 5710 the Rebbe sent out a letter to certain Chassidim marking the three months that had passed since the histalkus of the Frierdiker Rebbe. At the end of the letter sent to Reb Shmuel Dovid, after the words, “With wishes for good,” the Rebbe added in his holy handwriting the following: “And to fulfill his shlichus apportioned to him by my father-in-law, the Rebbe, and that is to bring the light of Chassidus to [the people of] the area where he is now, and to connect them to the Tree of Life until the coming of Moshiach, speedily in our days.”



It was then that the Frierdiker Rebbe said to him the following: “As my shliach, wherever you may happen to be, it is as if I have arrived there together with you. If I would come, they would place me by the mizrach (front) side of the shul. The same applies to you; wher-

BELOW: THE REBBE GIVES REB SHMUEL DOVID DETAILED INSTRUCTIONS IN PURCHASING A HOUSE.
RIGHT: THE HOUSE THAT REB SHMUEL DOVID BOUGHT, WITH A LARGE FRONT ROOM AS PER THE REBBE'S INSTRUCTIONS.



Shmuel Dovid in a letter with the title "Horav Hagaon."

Reb Shmuel Dovid was among those Chassidim who connected to the Rebbe immediately after the Frierdiker Rebbe's histalkus. From then on he made no decision, big or small, without consulting the Rebbe.

THINK BIG!

In Teves of 5714, Reb Shmuel Dovid decided it was time to move to a new house. Upon writing to the Rebbe for guidance in this matter, the Rebbe replied with a letter that contained the following directive: "Being that the purchase of a house is usually for a lengthy period of time and especially in this case where the house is meant for communal purposes as well, such as gatherings and meetings and the like, the approach should therefore be one of magnanimity. In general, nothing good comes out of small-mindedness."

Reb Shmuel Dovid did indeed buy a large house, but in truth, the only big part was the front room which served as the Beis Chabad. The rest of the house reserved for personal use was actually quite small.

On 24 Av 5710, the Rebbe sent him a letter notifying him of the particulars of his shlichus. "With regard to your question concerning the establishment of a Nusach Ari shul in your community; although it is appropriate and necessary, your activities are not to be involved with only one shul. Rather your net of influence must spread out over the entire city and all its surroundings."

Reb Shmuel Dovid was the one who

laid the foundations for the enormous Chabad presence that exists today throughout the length and breadth of California. He accomplished this with his shining spiritual personality, which captured Jewish hearts.

When he came in contact with Bnai Torah, Reb Shmuel Dovid utilized his Torah knowledge in order to bring them closer to Chassidus, and it is interesting to note that the Rebbe referred to Reb

RIGHT: 1. REB SHMUEL DOVID IN CONVERSATION WITH REB MENDEL FUTEFAS. 2. REB SHMUEL DOVID WITH PRESIDENT RONALD REAGAN.

REMEMBERING WHAT IS IMPORTANT

All the Rebbe's sacred Mivtzoim were considered by Reb Shmuel Dovid as *Kodesh Hakodoshim*. He made his rounds every day in the Fairfax area of Los Angeles where he lived, finding Jewish men who hadn't yet put on Tefillin that day. He always carried Tefillin and was known for helping people put them on anywhere and everywhere, including airplanes, airports, trains, the White House, shopping malls, and anywhere else.

He was often seen running in LA's streets with a pair of Tefillin before Shabbos, in hopes of encouraging one more

Jew to perform a mitzvah, and he was constantly involved in various mivtzoim activities and would encourage others to do the same.

He once visited the office of a very big *gvir*. Naturally he laid Tefillin with him and afterward the *gvir* wrote out a large check. He left the office and went to the subway and suddenly, the *gvir* came running after him holding a check. Breathless, the *gvir* exclaimed, "I have had many rabbis visit me and some have even left their tefillin but never has anyone forgotten a check!"

A story is told about the day that one of his children was getting married. It was almost time to go to the wedding

and Reb Shmuel Dovid was still not home. A while later, Reb Shmuel Dovid arrived home and began preparing himself for the wedding.

When asked where he had been, he responded that there was a Jew with whom he often visited and laid Tefillin and he had remembered that he hadn't managed to visit him yet that day.

So zealous was Reb Shmuel Dovid in his work, he frequently received directives from the Rebbe urging him to take care of his health. The Rebbe also asked other chassidim to encourage him to eat regularly. In a letter dated 4 Teves 5712, the Rebbe wrote: "Surely you are protecting your health appropriately, and based

"I have had many rabbis visit me and some have even left their tefillin but never has anyone forgotten a check!"





REB SHMUEL DOVID PRESENTS PRESIDENT ZALMAN SHAZAR WITH A NEWLY PRINTED SIDDUR OF THE ALTER REBBE WITH CHASSIDUS.



REB SHMUEL DOVID FARBRENGS WITH THE MAYOR OF KIRYAT MALACHI IN ISRAEL.

on what we have discussed, please inform me about this in full detail.”

On another occasion, the Rebbe told one of the Chassidim travelling with Reb Shmuel Dovid that he should ensure that Reb Shmuel Dovid eats appropriately and not according to Reb Shmuel Dovid’s standards but according to this Chassid’s standards.

FAR REACHING

In truth, Reb Shmuel Dovid’s influence reached far beyond the United States. The Beis Sefer L’malacha vocational school in Kfar Chabad was built in 5725 through his and Reb Shlomo Ahron Kazarnovsky’s efforts. For the grand opening, they traveled together to Eretz Yisrael to attend and while there, visited President Zalman Shazar to present to him the new printing of the Alter Rebbe’s siddur with Chassidus.

On another occasion when Reb Shmuel Dovid was visiting Eretz Yisrael, the Rebbe instructed him to visit President Shazar and discuss with him the problem of Mihu Yehudi that was affecting the young Israelis who were coming to Los Angeles.

In 5730, his mother-in-law passed away in New York and he flew from Los Angeles to New York for the funeral, and then from New York to Eretz Yisroel with the casket. While he was in New York the Rebbe called him in for Yechidus and requested that during his stay in Israel he should visit Nachlas Har Chabad in Kiryat Malachi. The community had just been established and many of the Georgian Jews coming from Europe

were beginning to resettle there. The Rebbe instructed that Reb Shmuel Dovid visit there as the Rebbe’s representative to give support to these newcomers.

Before going out to the funeral procession as it passed 770, the Rebbe handed him a sample proof of the Sefer Ohr Ha-Torah, instructing him to review it and to teach from it upon arrival in Nachlas

Har Chabad.

On his return to New York, he davened Maariv in the Rebbe’s minyan. After Maariv the Rebbe called him in again to yechidus and told him that when he gets back to Los Angeles, he should ensure that his trip to Eretz Yisroel and Nachlas Har Chabad was as a representative of the City of Los Angeles. Once

“To Give the Rebbe Nachas Ruach”

After Reb Shmuel Dovid arrived in America, he still maintained contact with many of the people he had come to know in Shanghai. One such fellow was a man by the name of Mr. Bralovsky. Here is an excerpt from a letter from Reb Shmuel Dovid written to him during Tishrei 5707, a short while after arriving in the States:

“I am sure you have complaints that I have not yet written to you. I wanted to meet with the Rebbe first and convey your requests to the Rebbe. The Rebbe was quite weak and every day we were told we would be able to enter tomorrow or the next day.

This situation continued until a week before Rosh Hashanah. The Monday before Rosh Hashanah we went in to see the Rebbe for only a few minutes and left very quickly. I couldn’t convey your requests. I hope that after the yomim tovim I will be able to communicate your needs.”

Reb Shmuel Dovid then goes on to describe the events of Rosh Hashanah in the presence of the Friediker Rebbe. He ends off the letter as follows:

“There is so much to tell you but I am so busy with my work at the Yeshiva. Please notify me that I can tell the Rebbe that you have a kosher kitchen in your home. This would strengthen the Rebbe’s health. You should try your utmost in this matter. Can you imagine the great z’chus one has in strengthening the Rebbe’s health? By bringing nachas ruach, the Rebbe repays with health, children and sustenance.”

back home, he spoke before the Los Angeles City Council and the council made an official proclamation that Rabbi Shmuel Dovid Raichik was representing Los Angeles during his trip to Kiryat Malachi. Kiryat Malachi was thus proclaimed an official sister city of Los Angeles.

THE REAL HOME

His *hiskashrus* to the Rebbe knew no bounds and he would travel often to the Rebbe. For many years, he merited to eat at the Rebbe's Yom Tov meals, and after the seuda, Reb Shmuel Dovid would relay to the Chassidim what the Rebbe had said by the table.

He had a custom to say tefillas *haderech* each day besides for the time he spent by the Rebbe. He explained that a Chossid's true home is near the Rebbe, and only because the Rebbe had sent him on *shlichus* did he live in Los Angeles. Therefore it was as if he were always travelling out of town.

In 5750, Rabbi Raichik was appointed to the executive boards of *Merkos L'Inyonei Chinuch*, *Machne Israel*, and *Agudas Chassidei Chabad*.

Over the years, Reb Shmuel Dovid served as chairman of the worldwide Tzach convention that took place annually on *Chal Hamoed Sukkos*. Students from different Yeshivos would attend this gathering to hear words of Torah and Chassidus from Reb Shmuel Dovid. Reb Shmuel Dovid would also be among the distinguished speakers at the *Kinus Hashluchim* and his words were listened to attentively.

On 8 Shvat, 5758, Reb Shmuel Dovid passed away. And with the passing of this great Chassid, Lubavitch lost a legend of *avodas Hashem* and total *hiskashrus* to the Rebbe. The Jewish nation lost a distinguished image of Chassidus and modesty, of which very few are to be found. ■



TOP: REB SHMUEL DOVID DURING THE YECHIDUS FOR THE MACHANE YISROEL DEVELOPMENT FUND.
BOTTOM: REB SHMUEL DOVID PRESENTS THE REBBE WITH PIDYONOS IN REPRESENTATION OF THE ENTIRE CALIFORNIA.