



MECHIRAS HAMITZVOS

Motzei Shabbos Bereishis, 5740

It was customary each year at the farbrengen of Shabbos Bereishis that the *gabbai* of the shul would ‘sell’ the *kibbudim* for the upcoming year, known as “*mechiras hamitzvos*.” The proceeds of the sale went towards the upkeep of the shul, as is traditionally done in many communities.¹

As per the Rebbe’s request, the *gabbai* would don a *shtreimel* for the occasion. It was one of the rare times that the Rebbe publicly leaned back in his chair, and usually looked in *sefarim*.

In the earlier years, the *gabbai* was Reb Yochanan Gordon. Following his passing, Reb Shea Pinson, pictured here, filled the position.

Being that the Shabbos Bereishis farbrengen typically took place on Shabbos afternoon, no photographs or video recordings ever captured these moments. But in 5740, the farbrengen was held on Motzei Shabbos, which gave photographer Levi Freidin the opportunity to capture this rare event.

As he was about to begin, announcing “The first thing that we will sell...” the Rebbe interrupted Reb Shea saying: “The first thing will be a *dvar Torah!*” which he indeed delivered.

Following the sale, the *gabbai* approached the Rebbe for a *l’chaim*.



LEVI FREIDIN via JEM, 192987

1. See Otzar Minhagei Chabad p. 397 on this age-old *minhag* and how it was carried out in 770 throughout the years.



In memory of our loving uncle
Stuart (Shmuel Yisroel)
Ben Hersh Leib a"h

Dedicated by
Shaya and Miriam Rochester



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