

ב"ה



WELCOME MOSHIACH

וכסא דוד עבדך מהרה בתוכה תכין

# RAISE THE THRONE

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THE UNFOLDING STORY OF MOSHIACH'S PALACE  
AND ITS VITAL ROLE IN THE REDEMPTION

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• תהא שנת פלאות דמשיחא - 5784 •

## INTRODUCTION

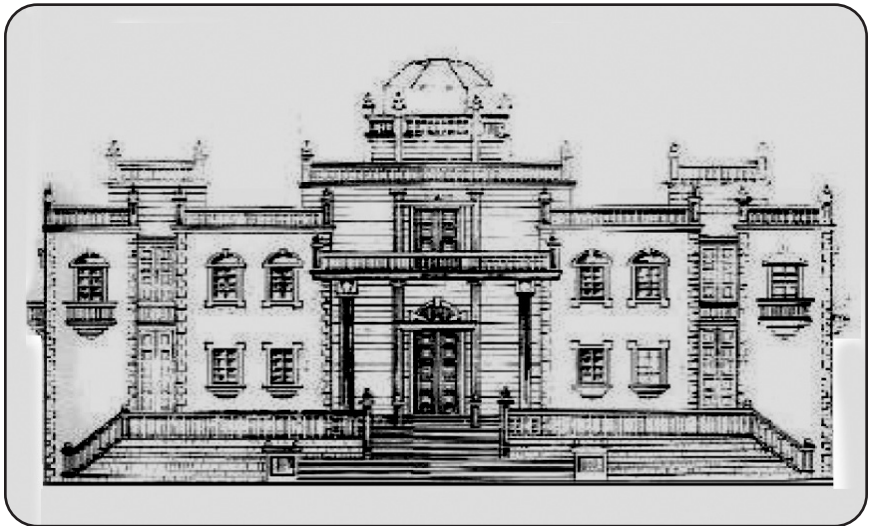
In Gemara Sanhedrin 98b it states that the Yeshiva students of R' Yanai, R' Chanina, and R' Sheila declared that their Rosh Yeshiva / Rebbe is Moshiach.

Read more about a special Chossid in recent times who took his sincere belief in his Rebbe as Moshiach to the next level.

The unfolding story of Moshiach's Palace.

# BUILDING A PALACE FOR MELECH HAMOSHIACH

Presented by Welcome Moshiach and the Armon Committee



## BACKGROUND STORY OF THE ARMON

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*Fascinating and Unfolding Story of the Venerated Chosid,  
Reb Zushe Rivkin a”h, the “Man Behind the Armon.”*

*(Gleaned from Beis Moshiach; edited by Welcome Moshiach)*

### PART ONE

#### HISTORY OF THE MAN BEHIND THE PLAN: A CHASSID NAMED REB ZUSHE

Reb Zushe Rivkin and his family were among the Chabad Chassidim who remained steadfast in their faith behind the Iron Curtain. After the war, his family joined a group of chassidim who managed to escape using false Polish passports. The family eventually made aliyah and were amongst the founders of Kfar Chabad.

After the passing of his father, R' Zushe assisted his mother in operating a restaurant called "Yeshurun" in Tel Aviv. Years later, when R' Zushe thought of selling the establishment, the Rebbe would not hear of it, and made it clear that he considered "Reb Zushe's restaurant" to be like any other of his Chabad educational mosdos and even referred to the shlichus as "like the work of Avraham". R' Zushe in turn rededicated himself to his unique shlichus, taking great care that his restaurant be a place where Jewish children would frequently congregate in order to make brachos on candies and other foods, to recite pesukim with enthusiasm, and to receive loving chizuk in Yiddishkeit from Reb Zushe.

One time, when he was at yechidus, R' Zushe told the Rebbe about his private educational endeavor and asked the Rebbe for a dollar for the children. "I told the Rebbe that I valued the Rebbe's dollar at \$30,000 *and so, if he would give me the dollar, all the candies I would buy would be in exchange for the Rebbe's dollar* and would surely have the segulos of the Rebbe's dollar! The Rebbe smiled and gave me two dollars, saying, 'Kiflaim l'tushiya' (double success)."

From then on, R' Zushe gave every child who came in a candy, saying "this is from the Rebbe MHM" with bitachon, that **when a Jewish child eats a candy that was bought with money from the Rebbe, it has both a short term and long term effect.** Many hundreds of children were brought closer to their Father in Heaven in this way, and a number even became Chabad chassidim and shluchim.

R' Zushe was a symbol of fiery, constant emuna. *It is no exaggeration to say that this shone from his eyes, and he breathed perpetual anticipation of the hisgalus of the Rebbe.* Everything R' Zushe did for the Rebbe was with a **tremendous sense of zeal and tmimus.** He yearned with all his heart and soul, and toiled with all his might, to create the ideal circumstances for the Rebbe to come

to Eretz Yisroel and be revealed there as Melech HaMoshiach. He received many blessings, close direction and kiruvim from the Rebbe in this regard. Everything he did was directed toward this lofty goal, and he did all in his power to see the hisgalus of the Rebbe occur in the most physical and tangible sense, “below ten hand breadths”.

## THE REBBE AGREED TO HAVE THE SHUL NAMED FOR HIM

In the 70's, when Kfar Chabad was growing and the shuls were crowded, the decision was made to build a new, spacious shul. R' Chaim and R' Zushe Rivkin, two brothers, were on the building committee.

When the plans were ready, R' Chaim traveled to the Rebbe and showed them to the Rebbe in yechidus. “When R' Chaim came back,” recounted R' Zushe, “with the changes the Rebbe had made on the blueprints, we convened the building committee. During the meeting, **it occurred to me that** we should ask the Rebbe if he would agree to have the shul named Beis Menachem for his name. *At that time, there was not a single mosad in Eretz Yisroel or anywhere else in the world that was named for the Rebbe!*”

“When I was in yechidus, I asked the Rebbe whether he would agree to let us use his name for the shul in Kfar Chabad. I said we were willing to donate a large amount of money towards the building. The Rebbe lifted his hand and said decisively, ‘I agree, but my name is worth more than gold.’<sup>1</sup> I told the Rebbe that I was not limiting the amount of money; **the main thing was for the Rebbe to allow us to put his name on the shul.**”

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<sup>1</sup>Having the Rebbe's name on a building or institution **implies more than merely financial contribution**; it carries with it the responsibility that **all of its activities reflect the Rebbe's ratzon.** – Ed.

## REQUEST FOR THE REBBE: THAT HE BE REVEALED AS MOSHIACH!

When Beis Menachem was completed as a magnificent structure, worthy of the Rebbe's name, R' Zushe and R' Avrohom Lieder called the Rebbe's office. This time, they had a daring request – *they wished for the Rebbe to come to the dedication of the new shul and be revealed as Moshiach.*

R' Zushe told about this telephone call:

“The Rebbe's answer surprised us: **“It needs to be in writing.”** *We told R' Chadakov that time was short and did not enable us to write a letter to the Rebbe before the Chanukas Ha'bayis, but he did not back down. The Rebbe said that an invitation like this needs to be in writing!*

“The entire conversation was recorded and we played it for the senior Chassidim in the Kfar. They immediately opened the mikva *and they all went to immerse themselves so they could sign a letter asking the Rebbe to participate in the dedication of the shul and be revealed as Moshiach.*

“After they all signed, R' Moshe Slonim said to me, “Zushe, go!”

“I went to 770 and right after Shabbos, when the Rebbe left the zal for his room, I gave the Rebbe the signatures. He smiled and accepted them.

“The next day, the Rebbe took out \$600 that was designated ‘for the signatories only.’ *When I asked R' Chadakov to give me the signatures to look at so I would know to whom to give a dollar, he said he could not give it to me since the Rebbe had put them in his personal archives and he had no permission to take them!*

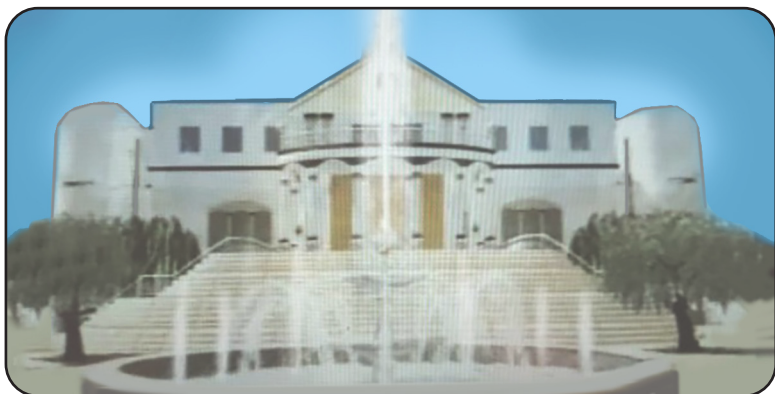
“The next day, I heard that the Rebbe was looking for me. The Rebbe had asked that I be present when the matzos were sent to Eretz Yisroel. I went to 770 right away... and upon my arrival, the Rebbe said we should go to the library where we would receive the matzos. After the Rebbe separated the packages designated for Eretz Yisroel, he said to me, ‘*Since you are the gabbai, you will receive a gift from me for the Chanukas Ha’bayis.*’ The Rebbe opened one of the boxes and took out a Torah Crown!”

*“Then the Rebbe asked me to accompany him to his room. He stood next to his desk, took out another \$1200 and said: ‘Give this only to those who signed...If any remain, do good things with it.’”\**

Above all else, there was his fiery faith in the Rebbe as Melech HaMoshiach and his imminent hisgalus. He dared to say certain things out loud to the Rebbe, even before anyone else had worked up the courage, **and the Rebbe accepted it from him!**

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\*“Years later, in 5752, I had the idea of selling the remaining dollars and using the money to build the Palace for the Rebbe [see Part Two for full story]. *I asked the Rebbe in a letter whether I could sell those dollars in order to build the Palace and whether I could guarantee brachos in the Rebbe’s name to whoever bought the dollars from me. The Rebbe’s answer was: ‘You can promise, but it should be a large sum of money!’”*



## PART TWO

### THE EXTRAORDINARY INSTRUCTION TO BUILD A PALACE

It was in 1978 that R' Zushe was seized with the dream of building a home for the Rebbe in the Holy Land. When his brother R' Chaim went to New York, R' Zushe asked him to present the Rebbe with the offer to build the Rebbe a home in Kfar Chabad. During a private audience with the Rebbe, R' Chaim did indeed mention that his brother wanted to build a house for the Rebbe in Kfar Chabad. The Rebbe gazed at him and replied, *“He wants to build a house for me? ... A Palace!”*

Then the Rebbe added, *“But not for now. Wait to build.”*

R' Zushe heard the Rebbe's response in utter surprise. He had thought of building an ordinary home, yet this was the Rebbe's incredible answer.

The crowning work of his life, (or shall we say “work in progress”), were his relentless efforts to build this Palace for Moshiach in Eretz Yisroel.

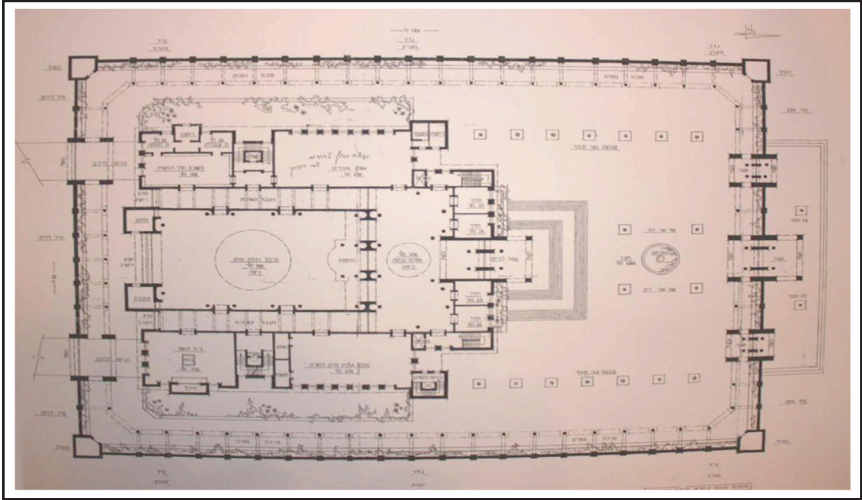
R' Zushe immediately met with architect Zev Marganit. At the end of their meeting, they said l'chaim on the Rebbe's mashke. When they parted, it was close to midnight. Early the next morning the architect phoned R' Zushe. *“The plans are ready!”* announced the architect.

“How is that possible? Such blueprints require weeks of work!” R' Zushe replied in astonishment. Zev responded, “Well, when I got home, I felt an urge to get started on the plans. I sat down and began drawing. *Suddenly, I felt as if my hand had stopped obeying me and was running swiftly across the paper. In disbelief, a complete blueprint of a magnificent palace with all its most intricate details*



*lay before my eyes... My hand did hold the pencil, but it certainly did not draw such perfect plans!*

“All I can say is that the Rebbe himself drew the blueprints...”



*The blueprints which were drawn up by the architect Zev Marganit and received the Rebbe's Brochos and approval.*

R' Zushe showed the plans to many architects, and they all came to the same conclusion: **“No human hand could have done such a superb job!”**

The blueprints were sent to the Rebbe who answered, **“Received and thank you. For now, wait to build...”** The Rebbe included ten coins with his response: five lira coins and five half dollars.

Many years went by, in the course of which R' Zushe did not stop asking for permission to build. However, the Rebbe did not give him permission to begin, and answered, “It is not yet the time.”

Finally, at the end of Shvat 5752, a change occurred. **Mrs. Naomi Rivkin a”h** passed by the Rebbe at a general yechidus, and she said that her husband asked *if he could begin building the Palace for the Rebbe.*

The Rebbe answered with a smile, **“Ask a Rav in Eretz Yisroel.”** Upon hearing the good news, R’ Zushe went immediately to the home of **Rabbi Mordechai Ashkenazi, the Rav of Kfar Chabad.**

He told the Rav about the Rebbe’s instruction to build a palace, and to ask a Rav in Eretz Yisroel. After hearing all the details, and understanding that this is what the Rebbe wants, **Rav Ashkenazi said, “they should begin building with joy, and in a good and auspicious time!”** Armed with the Rav’s blessings, Mrs. Rivkin passed by the Rebbe for Dollars once again and told the Rebbe that the Rav gave his approval. **The Rebbe was happy and gave her an extra dollar. “As the Rav instructed, so shall you do, and with great success. Blessing and success.”**

The next step was deciding on the location of the palace. A few options were presented, and the Rebbe chose the location near the “770” of Kfar Chabad, “Near Beis Aguch.” During the farbrengen that Shabbos, the Rebbe gave a bottle of vodka for the groundbreaking ceremony of the Palace. The Rebbe expressed his approval for the groundbreaking to occur on Purim Katan and gave his blessings.

Before flying back to Eretz Yisroel, the Rivkins went for Dollars. The Rebbe gave Reb Zushe an extra dollar and said, “This is for the building projects!” and turning to Naomi Rivkin, the Rebbe added with a broad smile, “Surely, she also participates in the buildings!” **The Rebbe gave an additional dollar and said, “This is for the other buildings.”**



*Special “Armon Rebbe dollars” R. Zushe asked the Rebbe if he can utilize them to raise funds for the Palace. The Rebbe said “Yes but for a great amount!”*



*Mrs. Naomi Rivkin a”h receives an additional dollar and blessings for her involvement in the building projects.*

On Purim Katan, 5752, the groundbreaking took place for the Armon. *Hundreds of Lubavitchers from all over the country attended the event. The Rov of Kfar Chabad, Rabbi Mordechai Ashkenazi a”h, as well as Rabbis David Chanzin and the elderly chosid Reb Alter Hilowitz, spoke about the privilege of erecting a building especially for the Rebbe.*



*The Rov of Kfar Chabad, Rabbi Mordechai Ashkenazi a”h spoke at the event. Right after the ceremony the Rebbe wanted to know who attended and whether pictures were taken.*

*The well known Chosid and Mashpia, Reb Mendel Futerfas a”h spoke from the heart, with great emotion, about how this property is a nachalah for the Rebbe.*



Right after the ceremony, after midnight, Reb Zushe got a phone call from Rabbi Groner. **The Rebbe wanted to know who attended the event and whether pictures were taken!** Reb Zushe responded that he would prepare a list of the attendees and send it the next morning. **Rabbi Groner's response was that the Rebbe was on the line and wanted to hear the names of the participants!** When Reb Zushe mentioned the elder chassid Rabbi Alter Hilowitz, Rabbi Groner stopped him and told him that the Rebbe was very pleased that Rabbi Hilowitz attended.

Reb Zushe asked the Rebbe whether the public could participate and help build the palace. The Rebbe answered through Rabbi Groner: **“You may allow the public to participate. Blessing and success.”**



*Reb Zushe looking over the blueprints years after they were drawn up — when will the Rebbe's holy instructions be fulfilled?*

The excitement which many chassidim felt for this holy undertaking on behalf of Moshiach was indescribable. *The Beis HaMikdash as we have learned, descends from Above as the Handiwork of G-d Himself;* but who would have thought that at the end of our exile, we would be afforded the unique privilege of building the House of Moshiach with our own hands? *A treasure that no one had even imagined, to crown all of our service in the most glorious manner!* Baruch Hashem, we have the blueprints for the Palace along with the Rebbe's blessing. We have the parcel of land and have already broken ground. But the noble project, which bears the king's seal, has



## CONCLUSION

Look what came about from  
an initiative of a Chossid's  
sincere belief in his  
Rebbe as Moshiach.

The celebration of  
the groundbreaking of  
Moshiach's Palace!

Can you just imagine what  
can come about when we  
initiate the continuation of  
the building of this Palace?