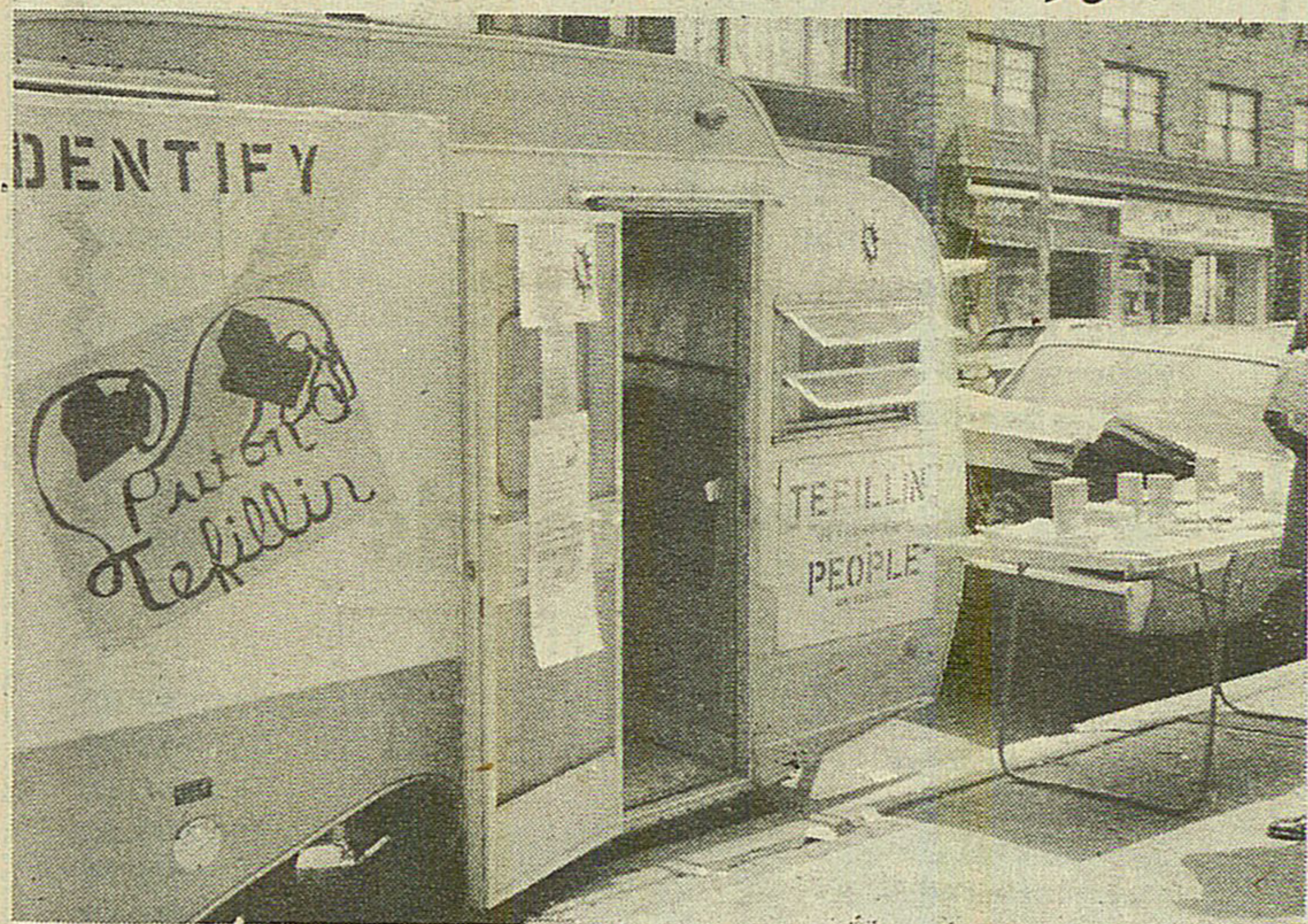


Lubavitch Mitzvah Mobile Urges Jews To Identify



"TEFFILLIN on the spot for people on the go": Members of Pittsburgh Friends of the Lubavitch Youth Organization parked their "Mitzvah-Mobile" (above) on Murray Avenue last Sunday, and encouraged local people like KDKA personality Al Julius (below, right) to don Tefillin.

Looking on are Meyer Goldwasser (left) and Rabbi Shmarya Katzen.



Pittsburgh Friends of Lubavitch Youth Organization loosed their "Mitzvah Mobile" on Squirrel Hill last Sunday, July 14, in what they hope is the first of many attempts to help Jews "identify."

In accordance with the Lubavitcher Rebbe Menachem M. Schneerson's world-wide "Mitzvah Campaign", a number of local Lubavitchers are taking to the streets from a borrowed trailer, promoting the performance of the five "essential Mitzvot", or Biblical precepts.

Standing under signs that read "Tefillin on the spot for people on the go", the Lubavitchers stop passersby, asking if they are Jewish and encouraging them to put on Tefillin, study Torah, mount Mezuzot on their doorposts, give to charity, and keep holy books in their homes.

Sunday's campaign succeeded in getting scores of people to put on Tefillin, and place charity boxes (pushkes) in their dwellings. The Lubavitchers also explained the origins of the Mitzvot and passed out flyers.