6. Now back to your hand. Wrap the remaining leather three times around your middle finger. Like this: Once around the base, then once just above the first joint, then one more time around the base. You've got some strap left over, so wrap it around your palm and tuck in the tail end.



. This is where you say the Shema Yisrael meditation, as printed here.

דַרִינִי מְקַבֶּל עָלַי מִצְוַת עֲשֵׂה שֶׁל וְאָהַבְהָ לְרַעֲך כְּמוֹך:

יִשְׁבֵוֹע יִשִּׂרְאֵל, יִי אֱלֹהְינוּ, יִי | אֶּהְדּ: בַּרוּדְ שֵׁם בְּבוֹדְ מֵלְכוּתוֹ לְעוֹלָם וַעַר:

וּבְכָל־נִפְשְּׁהְ וּבְכָל־מְאֹהֶהְ, בְּכָל־לְבָבְּךְ וּבְכָל־נַפְשְּׁהְ וּבְכָל־מְאֹהֶהְ: וְהִיְּוֹ הַהְּבָרִים הָאֵלֶּה, אֲשֶׁר בָּם, בְּשִׁרְתְּם לְבָנֵיךְ וְהַבְּרְתְּ וּבְכָל־מְשִרְתִּם לְאוֹת עַל־יָהֶדְ, וְהִיּנְיְתְם לְבָנֵיךְ וְהַבִּרְתְּ וּבְקוּכֶּןְהְ וּבְלֶּבְהְּהְ וּבְלֶּבְהְּהְ וֹבְיִנְיְרְ וִבְּיִיְרְ וְהַבְּרְתְּ וּבְקוּכֶּןְהְ: וּכְתַבְתָּם לְאוֹת עַל־יָחֶוֹת בֵּיתֶךְ וּבִשְּׁעְרֶיךְ: עינֵיך: וּכְתַבְּתָּם עַל־בְּיֻוֹוֹת בֵּיתֶךְ וּבִשְּׁעְרֶיךְ:

אַד צַדִּיקִים יוֹדוּ לִשְׁמֶדְ וַשְׁבוּ יְשָׁרִים אֶת־פָּגֵיִדְּ:

The tear off section of this brochure contains sacred writings, Please do not discard.

This is what it means (Say this if you don't understand Hebrew):

I hereby take upon myself to fulfill the mitzvah, "Love your fellowman as yourself."

### HEAR, O ISRAEL, THE LORD IS OUR GOD, THE LORD IS ONE.

– Blessed be the name of the glory of his kingdom forever and ever –

You shall love the Lord your God with all your heart, with all your soul and with all your might. And these words which I command you today shall be on your heart. You shall teach them thoroughly to your children, and you shall speak of them when you sit in your house and when you walk on the road, when you lie down and when you rise up. You shall bind them as a sign upon your arm, and they shall be for a reminder between your eyes. And you shall write them upon the gateposts of your house and upon your gates.

Indeed, the righteous will extol Your Name; the upright will dwell in Your presence.

This is how it sounds (Say this if you don't read Hebrew):

Hareini mekabel alai mitzvas asei shel "v'ahavta lerei'acha kamocha."

# SHEMA YISRAEL ADO-NAI E-LOHEINU ADO-NAI ECHAD.

– Baruch sheim kevod malchuto l'olam va'ed. –

V'ahavta eis Ado-nai E-lohecha, bechal levavecha, uvechal nafshecha, uvechal me'odecha. Vehayu hadevarim ha'eileh, asher Anochi metzav'cha hayom, al levavecha. Veshinantam levanecha vedibarta bam, beshiv'techa beveitecha uvelech'techa vaderech, u'vishachbecha u'vekumecha. Ukeshartam le'os al yadecha, vehayu letotafos bein einecha. Uchesavtam al mezuzos beisecha, uvishe'arecha.

Ach tzadikim yodu lishmecha yaishvu yesharim es panecha.



4. Focus on what you're doing. You can't

talk. You can't even wink. Just tighten the

strap around your arm, mindful that the tefill-

. Next, get out those head tefillin. You got

it—they go on your head. Actually, just above

your forehead. Make sure that leather box is

on the right channel—smack above the point

that's right between your eyes. Secure it by

placing the knot at the bottom of the back of

out! You want a clear signal, right?



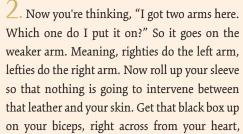
sage would be transmitted to Israel: G-d would make great miracles for His people and protect them. In the merit of tefillin, the enemy would turn in fear and flee.

Tefillin observance at the time was at an all-time low. Rituals had fallen out of fashion with the climate of conformity that pervaded the Cold War era. But now began an urgent campaign for Jews everywhere to wrap tefillin. Business men rolled up their sleeves on the street, students on campus, and of course, soldiers in the Israeli army.

The rest is history: The enemy quickly scattered in retreat and surrendered to a ceasefire after only six days of battle. Jewish pride took off like a rocket and a renaissance of Torah Judaism ensued in Israel, in the West and even in Russia.

Today, Jews of all walks of life can be found wrapping tefillin every morning-some for an entire hour of prayers, some for only the five minutes it takes to get them on, say the Shema and take them off again. After all, that five minutes may be just what it takes to make a whole new world.





Baruch Atah Ado-nai E-loheinu Melech ha'olam, asher kideshanu bemitzvosav, vetzivanu lehaniach Tefillin.

Blessed are You, Lord our God, King of the universe, who has sanctified us with His commandments, and commanded us to put on Tefillin.

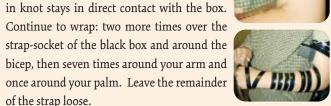


(Easier than you thought, right?)









with the strap part closest to your shoulder. Hold tight. If anyone asks you what you're doing, tell them it's a Jewish blood pressure test.

בָּרוּדְ אָתָּה יָיָ, אֱלֹהֵינוּ מֶלֶדְ הָעוֹלֶם, אֲשֶׁר קּדְשְנוּ בְּמִצְוֹתְיוּ,

בָרוּך אַתָּה יָי, אֱלֹהִינוּ כֶּלֶךְ הָעוֹלָם, אֲשֶׁר קִדְשְׁנוּ בְּמִצְוֹתִיו, וצונו על מצות תפילין.

the head. Hey, and don't let those leather straps get turned inside

Baruch Atah Ado-nai E-loheinu Melech ha'olam, asher kideshanu bemitzvosav, vetzivanu al mitzvas Tefillin.

Blessed are you, L-rd our G-d, King of the universe, who has sanctified us with His commandments, and commanded us concerning the mitzvah of Tefillin.





Tefillin is all about healing that rift. You do your part, connecting your mind and heart with these leather straps and black boxes with scrolls inside—and the effect reverberates throughout the cosmos. Heaven connects to earth, spiritual to physical, Creator to creation—everything starts getting into harmony with its essence and inner purpose.

Hey, with gear like this, who needs light sabers?



In June of 1967, the Jewish nation was again in dire danger. The neighboring Arab states, led by Egypt and with Soviet support, were tightening the noose, threatening to utterly anni-

were tightening the noose, threatening to utterly annihilate the fledgling state of Israel. Pundits predicted they would have an easy victory. The Israeli government feared another holocaust on the horizon.

One Jewish leader stood up with confidence and strength. Rabbi Menachem M. Schneerson, the Lubavitcher Rebbe, spoke publicly and ensured his mes-



### **Black Leather Boxes**

A mystery first spoken under the blazing sun of ancient Egypt, transmitted to earth by a Higher Wisdom at Sinai.

An enigma among human rituals—black leather boxes containing parchment scrolls. Scrolls inscribed meticulously in accordance to the criteria of an ageless scribal art—yet never to be read, only to be worn by every male.

No parallel can be found among any other people. No other culture ever undertook to imitate or borrow such an other-worldly rite.

From Sinai to Jerusalem, Babylon to Masada, Auschwitz to Manhattan, through fire, sword, forced labor and affluence—we carried it to this day, guarding the chain of transmission with our very lives.

Yet its mystery remains unraveled. The mystery we call "tefillin".



### **Hi-tech Connectivity**

This was back in the early sixties, when the first mainframe computers were being introduced into business. Professor Abraham Polichenco, a pioneer of computer technology, visited the Lubavitcher Rebbe and posed him a question:

"I know that everything that exists in the world, even something that we discover later in history, has its source somewhere in the Torah. So, where are computers in the Torah?"

Without hesitation, the Rebbe answered, "Tefillin." The professor was perplexed.

"What's new about a computer?" the Rebbe continued.

"You walk into a room and you see many familiar machines: a typewriter, a large tape recorder, a television set, a hole puncher, a calculator. What is new?

"But under the floor, cables connect all these machines so they work as one."

The professor nodded enthusiastically. He hadn't realized it before, but yes, this is all that a computer is: A synthesis of media and processing devices.

"Now look at your own self. You have a brain. It is in one world. Your heart is in another. And your hands



often end up involved in something completely foreign to both of them. Three diverse machines.

"So you put on tefillin. First thing in the day, you connect your head, your heart and your hand with these leather cables—all to work as one with one intent. And then when you go out to meet the world, all your actions find harmony in a single coordinated purpose."

## Kssst! Wanna hear a little KABALA?

Kabbala is an esoteric wisdom that explains the secrets of the cosmos and stuff Jewish people do. Like tefillin.

According to Kabbala, the world is projected into being by an infinite light focused through ten harmonious sefiros—something like a laser show. But at the time of creation, only seven of the sefiros descended within seven days and generated our world. The first three, those of Mind, stayed up there, sort of out of the picture.

That's why, to this day, people's bodies are generally not in synch with their minds. Neither are their hearts, or their actions. Actually, nothing's much in synch with anything. It all goes back to that first Big Bang of light.

