

### (3)

The building was originally a medical clinic and was built by a rich New York doctor in the 1930's. It is a sturdy ( חזק ועמיד ), well-designed building and made of high-quality (איכות), special order materials, as if the doctor knew then the very important role (תפקיד) his house would play in the future.

### (4)

After the building was purchased, it became the living quarters, study, office, Yeshiva and synagogue for the previous Rebbe. The house is made of red brick (לבנים), with a pointed roof (גג מחודד). It has heavy oak (עץ אלון) doors at the entrance. In front of the house there are several trees and carefully cut bushes. Outside the building is a small plaza ( כיכר ) where weddings take place.

### (5)

The Rebbe, Rabbi Menachem Mendel Schneerson, turned 770 into the Lubavitch world headquarters. The Rebbe's office is a small, modest room. There the Rebbe spent 15-20 hours a day writing, studying holy books, reading and answering letters and telegrams from all over the world. From this room the Rebbe led ( הוביל ) all his campaigns (מבצעים) of Yiddishkeit and sent instructions to his *shluchim* in every corner of the world. The Rebbe's final goal is to bring Mashiach and the final Redemption, speedily in our days!