In the course of interviewing Reb Chaim Yitzchok Cohen, he insisted, “I’m nothing special, I’m just a simple Jew.” He was appointed by the Rebbe, in the same way as every other Jew in the world, he was a member of the Rebbe’s army. He never felt unique; he was just a simple Chaim Yitzchok Cohen, he insisted, “I’m not special.”

Once, at a meeting about a project, Rabbi Dovid Nachshon, who received numerous answers from the Rebbe regarding hisgalus, sent to them from Above, a collection of articles from the Rebbe’s talks around the world that was produced in 5751–5752.

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R’ Mendel, of course, didn’t suffer from any doubts on this topic! Proclaiming “Yechi” at this minyan wasn’t just routine; it was said powerfully and freely. In fact, says Reb Chaim Yitzchok, that minyan’s “Yechi” was the progenitor of the Beis Moshiach Center and its present activities.

The minyan with R’ Mendel was truly special. The house constantly reverberated with farbrengens and Chassidic stories. It was in the four cubits of this true Chassid that the core group of Chabad alkanim (stubborn ones) came together.

Reb Chaim Yitzchok and his family had been closely connected to R’ Mendel even years before. The connection was particularly strengthened during this difficult time, during which R’ Mendel did not cease demanding that the Rebbe’s horos be fulfilled. Reb Chaim Yitzchok had a special relationship with his son, Eli, who attended to R’ Mendel at the end of his life.

R’ Mendel passed away on 4 Tammuz 5755. The minyan ended at the son’s house, and it was decided to continue the minyan elsewhere. “A distinguished member of Anash, Reb Chaim Chwatu Nemni, a’hen passed away. He had been a mekurav of Reb Chaim in Tunisia. His wife Esther agreed, I’lli nishmas her husband, to divide the ground floor of her house for our minyan, which had continuously studied Torah in that room throughout the duration of his illnesses. THEIR son, Reb Shimon Nemni, whose home is next to the home of his parents, was among the first members of the group who continued to display his belief in

At the time, the Beis Moshiach Center’s account was almost inoperative, and there was no logical reason for him to approve such a large loan on such easy terms – but that’s the kochach of the meshileach.
the seventh generation. To this very day, he is an active participant at the minyan. Baruch Hashem, we try to withstand all the tests, the main thing being that we see the Rebbe's nigudus already.”

Rabbi Chaim Yitzchok named a few other dedicated individuals. One of them is Rabbi Geronton Tzvi (Herschel) Gluck, a rav in a local shul in North London, who was appointed as the Rebbe's emissary and representative to a number of European countries. He inherited this role from his father, the unforgettable shliach, R'Avrohom Yitzchok Gluck, a'h. He is greatly involved in disseminating the besuras ha'Geula in London, thanks especially to his strong ties with rabbanim and well-known talmidim chachomim. The rav of the minyan is Rabbi Daniel Kahn, who is very articulate and an eminent talmid chachom and distinguished Chabad Chassid who especially enjoys explaining the Dvar Malchus to English speakers. Among the other members of the shul include Rabbi Dovid Partouche who is an active shliach to the Islands in the Pacific, Rabbi Levi Yitzchok Liberow, Rabbi Muli Liberow, and Rabbi Yechiel Moses.

The “old Beis Moshiach,” as they called the former minyan, moved to Mrs. Nemni’s house. It was always well-known. Baruch Hashem, he is an active participant at the minyan. Baruch Hashem, we try to withstand all the tests, the main thing being that we see the Rebbe’s nigudus already.”

We already mentioned that Reb Chaim Yitzchok is a man who operates ‘ichathile aribber. When he heard the amount of rent that was being asked for, he wrote to the Rebbe and asked for a bracha. When he got the Rebbe’s approbation he went ahead to close the deal. How would he pay for the rent, renovations, construction, and maintenance? He didn’t know. But there was one thing he did know – with the Rebbe’s brachos he would certainly succeed. He planned on having a large minyan for Rosh HaShana, which was fast approaching, and that is exactly what happened: “The building was in a shambles after two and a half years of neglect. I knew that turning the place into something nice for the Yomim Nora’im would necessitate a huge outlay of money. The first thing I realized is that I could get short term cash through my credit card. In England you can get a cash loan of $15,000 via a credit card, but the loan must be returned within a month.”

“When I saw that the credit card was the only solution, I went to the bank and borrowed the full amount. I used it to pay the costs of renovations, the salaries of the workers and all the things we needed to set up the place. I wondered where on earth I get that amount of money within a month. “Two weeks went by and I still had no idea where to begin. At exactly that point, the manager of my bank, a gentle, asked me for a favor. I did it, and when I told him I had done it, the Rebbe suddenly put a thought into my head. I said, ‘You know, I also need a favor…”’

“The manager said, ‘Gladly. What can I do for you?’ I described the invaluable function of the Beis Moshiach Center until he began getting enthused about the project, and then I said I needed a small loan. When he asked me how much, I didn’t know how much to say. I didn’t want to ask for less than I needed, but I didn’t want to exaggerate either. I finally told him $22,000. When he wanted to know for how long I would need the loan, I asked him how long he would let me have it. Incredibly, he offered the loan to Beis Moshiach for three years!”

“What happened next was no less miraculous. I admitted that I didn’t have anything to offer to a guarantee, as the building was only rented. “Your good name is guarantee enough for me,” he said. It was really an open miracle. At the time, Beis Moshiach’s account was almost inoperative, and there was no logical reason for him to approve such a large loan on such easy terms – but that’s the k’oach of the mishaleich.”

“We had miracles when we bought furniture, too. When I looked into purchasing tables and chairs set was a hundred people, I learned that in a city near London there was a man who had just such a set. “I went to see the merchandise and it was most satisfactory. There were thirty-five tables with marble tops, and one hundred matching chairs. I asked him the price, explaining that Beis Moshiach is a non-profit organization. He told me the price was $20,000, since the tax alone for the imported marble cost $7,000, and that didn’t include the cost of the wood, the upholstery, and the assembly. “Nu, what could I do? I pictured the Rebbe’s face and asked him in my mind, ‘Rebbe! What do you want me to do? Please let me know what I now say is effective!’

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“Then I turned to the seller and said, ‘I feel like a thirsty man in the desert who is offered gold and diamonds.’ He seemed moved, and asked me in a softer tone, ‘How much are you prepared to offer?’ I said, ‘I’m embarrassed to tell you the price I can pay.’ We concluded that I would call him the next day.”

“Meanwhile, I called a moving company to find out how much it would cost to move the furniture set. The next day I had my secretary call the store with my offer. ‘Are you sure that’s the amount you want to offer?’ the secretary of the store asked in surprise. “The seller was even more shocked. ‘You’re kidding,’ was his first reaction. ‘Six hundred dollars for the whole thing!”’

“My secretary explained that the cost of the moving truck was $700, so we couldn’t offer any more than we did. The seller thought for a moment and then said, ‘you know what? I like Rabbi Chaim Yitzchok. If he agrees to pay $1200 for the set, I’ll bring it over myself.’

Only five months had passed since Beis Moshiach opened, and it had already established a reputation for itself. Hundreds of Polish, Hungarian, Gerrer, Vizhnitzer, Belzer, Bobover, and Satmar Chassidim, as well as others, regularly visit the center. Some come by every evening, or even for all the t’fillos. Of course, no visit ends without learning inyanei Moshiach and Geula, or watching a video of the Rebbe.

In addition to Reb Chaim Yitzchok’s Chassidic qualities, he is a true English gentleman, being wonderfully organized and efficient. That’s why there’s a coffee and tea area that looks...
like it will never run out of milk or sugar in a corner of the large room. There is also a huge library that attracts many readers. It's simply a pleasure to visit.

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"Yud-Tes Kislev we showed a Yud-Tes Kislev farbrengen which lasted for hours, but even after it was over people refused to leave. Instead, they asked for more videos. When it was nearly morning and I had to prepare for the daily 7:00 a.m. Shacharis minyan, I gently reminded them of the time by quoting the Mishna, "Rabboseinei, higa z'man..." (The entire quote: "Rabboseinei, the time has come for the recital of the morning Shema.") Still watching, they said, "Yeah, we know, higa z'man Geulas'chem!" When they realized I was hinting at the late hour, they said, "Nu, what's the problem? Just leave us the key and we'll lock up!"

How many Satmar Chassidim accept what you teach?

"I won't tell you they're immediately transformed into ardent Lubavitchers, but they do begin to understand what we're about. Many of them come in order to make fun, but after a brief conversation they actually become ashamed of their ignorance in their inayim Moshiach and Geula. Some of them can quote entire tracts of Shas by heart, but don't know anything about Moshiach.

"The main thing is that they drop their negativity. Many of them even express their admiration for our courage and strength in standing up for the truth.

"We have connections with people from many different backgrounds, with all the different Chassidic groups. But, since you mention Satmar, I'll tell you an interesting story that happened to me.

"A certain Satmar Chassidim met me on the street a few years ago and asked me, "Nu, so what's happening? Are there any candidates?" I looked at him and said emphatically, "We have only one Rebbe and he is Menachem M. M. Schneerson and he is chay v'kayam." He smiled and went on his way. Subsequently, whenever we would meet he would make some sort of pointed remark. This went on for a while until a few months ago when he met me again and said he wanted to tell me something important. He told me he had attended a Satmar wedding in the United States, in 24 Tammuz, 5761, and that he had heard that a certain Satmar Chassid met me on the street a few years ago and asked me, "Nu, what's the problem? Just leave us the key and we'll lock up!"

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Reb Chaim Yitzchok also relates, "On Chanuka we put up a large menorah at the City Hall. Rabbi Herschel Gluck and I were standing there when a woman came up to us and said she had recently given birth to a boy, and she was so moved by the sight of the menorah that she decided to circumcise him. Naturally the bris mila took place in Beis Moshiach. It was a tremendous simcha."

Beis Moshiach of London has a website www.MoshiachNow.org which provides an interactive question and answer forum. Reb Chaim Yitzchok devotes a lot of time to answering questions: "It's not a time to be complacent – we have work to do. We must bring the hisgalus. We mustn't sleep during the final moments before 'candle lighting.'"

Reb Chaim Yitzchok's future plans consist of turning London into the frontline of Europe. The first European Moshiach Congress he organized this year was just the beginning. The goal is for shluchim and Anash in Europe to help each other in everything connected with hafatzas besuras ha'Geula.

"The plan is for all new Moshiach material to come to London and from there to all of Europe. The same goes for lectures - we'll bring in mashpiim and shluchim, and from here they'll travel to other countries. Just a few weeks ago we brought Rabbi Yitzchok Springer from Crown Heights and Rabbi S.Z. Lieberow of Flatbush. They farbrenged with Anash over Shabbos, and we could see how 'words that emanate from the heart, penetrate the heart.' I'd like lecturers to travel all over Europe - to Holland, Belgium, France, and Spain.

"Soon, with the Rebbe's hisgalus, we will see the results of our work. The Rebbe will find Europe standing ready!"