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Hayom Yom: 30 Menachem Av, The 1st day of Rosh Chodesh Elul

מִתְחִילִין לומר לְדוֹד אורי. הַמְנַהֵג בְּבֵית רַבְּנוֹ שְׁבַמְשַׁךְ הַיּוֹם תּוֹקְעִים לְהַתְלַמֵּד, וּמִתְחִילִים לְתַקוֹעַ אַחַר הַתְּפִלָּה מִיּוֹם ב' דְּרֵאשׁ חֹדֶשׁ.

[On this day] we begin reciting [the psalm] LeDavid A-donai Ori [in the Morning and Afternoon Services].¹

The custom in the household of the Rebbe [Rayatz] was to practice sounding the shofar in the course of the day.² We begin sounding the shofar after [the morning] prayers from the second day of Rosh Chodesh.

אֲדַמוּ"ר הַזֶּקֶן הָיָה אוֹמֵר בְּתַחֲלָה מֵאֲמָרִים קְצָרִים. וּלְדוֹגְמָא: דְּבוּר הַמִּתְחִיל זְכַר רַב טוֹבָךְ – וּבְאוּרוֹ – שְׁבַסְדוֹר נֶאֱמָרוּ בְּשֵׁשׁ הַמְּשָׁכִים – בְּאַרְיֵכוֹת יוֹתֵר קִצַּת מִהַנְּדָפֵס.

At first, the Alter Rebbe would deliver short maamarim. For example, the maamar entitled Zecher Rav Tuvcha, with its commentary that appears in the Siddur [Im Dach], was delivered in six installments, [the total] being somewhat longer than the printed version.³
