

# HUMOR

## Suppose You Wanted Matzoh...

By Mitchell Bard

Do you wonder why "Jewish" products never seem to be advertised on television or radio? Think about it. When was the last time you remember seeing an advertisement for Manishevitz or Rokeach? The only time I ever see Jewish ads outside the Jewish press is at bus stops. Jews like to advertise at bus stops for some reason; more often than not these ads are for mortuaries. Am I the only one who has noticed this? The only services Jews publicize for are for a product no one wants to anticipate using. Why advertise at bus stops? It may be because a lot of elderly people ride the bus and morticians think they can capitalize on their fears.

It is time Jews came out of the closet and really pushed their goods and services. Just think of the possibilities. We could ask Orson Welles to advertise Carmel wine. Citizen Kane could stand in a vineyard in Richon Le Zion and say: "Carmel will sell no wine before its time — when the Messiah comes." Of course, the ground he stood on would have to lie fallow afterwards, but sales should compensate for that. Or how about an ad for matzoh. Can't you picture Andy Griffith sitting with a plate of matzohs saying: "Good matzoh, good matzoh?" Maybe it would be more appropriate to have a Jew selling them. For example, Sammy Davis Jr.: "Hey, all you cats out there, can you dig what I'm telling

you? Try one of these groovy crackers, matzohs — they got us through 40 years in the desert; they'll get you through the day."

call all over Israel to try to find someone to join my coalition. With MCI, I don't have to pay many shekels and with the 400 percent inflation rate Likud left

Officer. The pay is good, you'll travel to exotic places like Gaon and you'll have responsibility for checking prospective Yeshiva students to make sure there are no Yentls. And your job will be made easier with the amazing Lipschitz sex checker invented by Jasha Lipschitz. The checker made news during the 1976 Montreal Olympics when it was first used to determine the sex of the East German women's Olympic team. Be one of the few, the proud, the dati."

Of course, Jewish companies would have to learn to adhere to the regulations of the Federal Communications Commission and the Federal Trade Commission. Actually, Jews have been regulating themselves for years. One hears about politics involved in the disputes between companies and the FTC. Well, you haven't seen everything until you view the confusion surrounding kosher food certification. Like everything else in the Jewish community, the supervision of kashrut has to be carried out by a dozen different organizations, each of which refuse to recognize the work of the others. Next time you go to the supermarket, check the labels for the following symbols: a "K," a "K" inside a circle, a "K" inside a triangle, a "k" attached to something that looks like a fish's head, a "U," or a "U" inside a circle. Figuring out what these symbols mean is like trying to read Greek; nevertheless, I will try to interpret them for those of you who don't know their significance.

A "K" is not to be confused with the "K" in Kelloggs. It just so happens that Kelloggs is kosher and has a "K," yet contrary to popular opinion, Kelloggs Special K is not the official cereal of Chabad. A "K" inside a circle means the food is ok to eat. As an aside, certain orthodox Jews will only buy used cars from lots with this symbol. I'm not sure what a "K" inside a triangle means, though it may have something to do with Jews who are into astrology. The so-called fish of half-moon "K" indicates the food is kosher for shomer kashrut pets. A "U" means the product is more kosher than the Pope, or is that the Chief Rabbi? Finally, a "U" in a circle is the toughest standard and is only awarded to products that come from animals that can do the hora and put on tefillin.

Industries always complain that they should be allowed to regulate themselves. It is now apparent why Jews have a good argument. Besides, could you imagine the FTC trying to regulate gefilte fish? They could never come up with a definition of "gefilte." Come to think of it, neither could I. Does anyone know what "gefilte" is?

Mitchell Bard is a graduate student in political science. He is currently working on an advertising campaign for pickled herring and chopped liver.



Jewish advertisements on American TV would also create a whole new set of careers for Israeli politicians. If they could sell their economic programs to the Israeli voters, they ought to be able to sell the American people just about anything. I can already think of how political competition would carry over into the marketplace. For example, Menachem Begin would make a great salesman for Sprint. "When I call the Almighty, I get a 25 percent discount after 5 p.m." Not to be outdone, AT&T could enlist Yosef Burg. "When you call Hashem you don't want interference, call direct with AT&T from any orthodox synagogue." MCI could bring in Shimon Peres; "Sometimes I have to

me with, I can't afford any extra costs."

Once we got started there would be all kinds of new product and service innovations. How about "Rent a Yente?" It would be a great way to keep Jewish mothers busy after their children leave the house. Here's Cal Worthington and his dog (camel) "Spot." "Remember how popular Yente was in Fiddler on the Roof? Well, now you can have your very own Yente. Come down to Rent a Yente; we've got a whole lot full of Yentes guaranteed to fix your child up with someone you'll love and they'll despise." Speaking of Yentes and relations between the sexes, "You too can have an exciting career as a Yeshiva Sex Enforcement

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