

# The Schmooze Stories with a Yiddish Twist

BARNES & NOBLE  
HERE I COME!

Note: The Yiddish word for “book” is “bukh.”  
A bookstore/bookshop is a “bicher-krom” or “bikherkrom.”  
“leyenen” means “to read.”

by  
*Marjorie Gottlieb Wolfe*



*Syosset, New York*

I read with interest that Barnes & Noble is looking for a new CEO. Ronald Boire, who held the job for less than a year (“yor”), “was not a good fit for the organization.” I’m a true bibliophile, and wish to apply for the position.

First, I’ll share a quote by Jerry Seinfeld: “A bookstore is one of the many pieces of evidence we have that people are still thinking.”

Secondly, I’m sharing the words of Richard L. Brandt: “...physical bookstores will become ever-nicer places to be. They are going to have more sofas, better lattes, nicer people working there. Good bookstores

are the community centres of the 20th century.”

So, I'm sending my resume to B & N, as well as a list of book trivia:

1. If your book hits the bestseller list for one week ("vokh"), you can call yourself a best seller for the rest of your career." (Jeffrey Somers)
2. Dr. Seuss's book, "And to Think That I Saw It on Mulberry Street," was rejected by publishers 27 times before Vanguard Publishing accepted the manuscript.
3. The 1955 "Molly Goldberg Cookbook" (paperback, Pyramid Books,) sold for \$1.25...Berg said in the Introduction: "Come into my kitchen and I'll make you up."....She measured her ingredients by the pinch, the sprinkle, and the handful.
4. Shari Cohen's 2007 book, "Alfie's Bark Mitzvah" sold for \$18 ("chai") in the U. S. and \$21 in Canada. And what do we say after the "Bark Mitzvah"? MUZZLE TOV!
5. Boire said that "Barnes & Noble" has been at the forefront of the coloring book trend." My favorite color crayons: Granny Smith Apple, Tickle Me Pink, Bruise Purple, Code Amber, and Timberwolf. :-)
6. There's actually a book titled, "Fifty Shades of Silver Hair and Socks" by Phil Torcivia. The author says, "I'm one relationship away from a third cat."

His sense of humor: “Figures show that every two minutes in New Jersey a woman gives birth. This woman must be stopped.”

7. “Fifty Shades of Grey” by E L James sold 14,814 copies in its debut week in 2001. One year later, the novel moved an astounding 664,000 copies in one week.

“Fifty Shades of Grey” is now the best-selling book of all time in Britain.

8. “A Tale of Two Cities” by Charles Dickens has the most recognizable first line in literary history: “It was the best of times, it was the worst of times.”
9. A. A. Milne, the author of the Winnie the Pooh series, used his son as inspiration (“inspiratsye”) for the character, Robin. His son was named Christopher Robin.
10. Barbara Cartland (“The Queen of Romance”) published 723 novels in her lifetime.
11. The paperback copy of Leo Tolstoy’s “War and Peace” (published 6/25/98) by Oxford Univ. Press, has 1,392 pages.
12. Jo Jo Moyes’ best selling book, “Me Before You” hit the theater screens in 2016.
13. The Bible is the best-selling nonfiction book of all

time.

14. Dr. Seuss wrote his first book in 1936 while crossing the Atlantic on the luxury liner Kungsholm.
15. John Steinbeck's original manuscript for "Of Mice and Men" was eaten by his puppy, Toby.
16. Rabbi Shmuley Boteach has written about 30 books. Some titles: "Kosher Lust," "Kosher Sex," and "Kosher Jesus," which was denounced as heresy by some rabbis.

He is the father of 9 children and is known for his flamboyance and self-promotion. In a comment he later described as only having been sarcastic, he was reported as saying, "God gave 10 commandments at Sinai, and the 11th commandment, which has come down orally, is "Thou Shalt do anything for publicity and recognition." (Source: Wikipedia)

17. Rabbi Benjamin Blech ("The Complete Idiot's Guide to Learning Yiddish") says in the Introduction: "Yiddish was the language of the People of the Book who felt a special kinship with God and created what is often referred to as a holy tongue... To learn Yiddish, in short, is to become familiar with a very special outlook on life. 'Dress British, Think Yiddish.'"
18. Classics of Yiddish literature include the works of Sholem Aleichem (1859-1916), whose stories on the protagonist Tevye the Dairyman are known to

a general audience as the basis for the musical, "Fiddler on the Roof."

19. Isaac Bashevis Singer (1904-1991) became the only Yiddish writer to receive the Nobel Prize for Literature [1978].
20. The 1952 book, "A Stone for Danny Fisher" by Harold Robbins still remains in print. In the book, Danny is a poor Jewish boy in Brooklyn, who wants to make it big as a boxer. The book is set in the period up to 1944, and looks at the effect of the Great Depression on a lower middle-class family.
21. Bel Kaufman wrote the book, "Up The Down Staircase" in 1964. It is regarded as a classic. Never before has a novel so compellingly laid bare the inner workings of a metropolitan high school. It was on the New York Times bestseller list for 62 weeks. The book was also the basis for one of the most popular movies of the decade. The author, who died at 103 years of age, was the granddaughter of Sholom Aleichem.
22. "The Chosen" by Chaim Potok, was published in 1987. One quote: "I learned a long time ago, Reuven, that a blink of an eye in itself is nothing. But the man who lives that span, he is something. He can fill that tiny span with meaning, so its quality is immeasurable though its quality may be insignificant. Do you understand what I'm saying? A man must fill his life with meaning, and meaning

is not automatically given to life.”

23. Elie Wiesel’s book, “Night,” was published in 1958. Wiesel was a witness (“eydes”), a teller of tales, and a writer (“shrayber”) in that order. Each of these roles is determined by the Holocaust. As a survivor, Wiesel has no choice but to tell all who will listen what the silenced victims would tell if they could speak (“redn”). He is a self-appointed witness.” (Source: “Story and Silence: Transcendence in the Work of Elie Wiesel” by Gary Henry. ) Wiesel passed away in 2016.
24. Lisa Alcalay Klug’s 2008 book, “Cool Jew - The Ultimate Guide for Every Member of the Tribe,” describes a Heebster:

“A Heebster is someone who loves being Jewish, who is not afraid to be a total dork but who also has that certain Jewish savor faire that makes him or her hipper than hip...as a Heebster, you don’t just survive, you thrive!
25. Upon the publication of the 1969 book, “Portnoy’s Complaint,” by Philip Roth, many Jewish groups and rabbis called it “anti-Semitic” and “self-hating.” There were many protests against libraries that put it on their shelves. Who can forget this quote:

“Doctor, doctor, what do you say, lets put the id back in yid.”
26. “Old Jews Telling Jokes,” published in 2010 by Sam Hoffman,” proves that “schtick happens!” One of the

funniest jokes deals with “Driving in Florida”:

Becky and Ethel are driving in Florida. Becky notices that Ethel has just run a red light but she decided to say nothing. Minutes later, Ethel runs another red light and Becky feels she must say something. “Ethel, do you realize you’ve just run two red lights?” Ethel says, “I’m driving?”

27. In 2010, David M. Bader published, “The Book of Murray - The Life, Teachings, and Kvetching of the Lost Prophet.” Oh, what fun to share his commandments:  
Honor thy father and thy mother but screen thy calls.  
Thou shalt not kill without an alibi.  
And Murray added:  
Thou shalt not Google thy symptoms and then phone thy internist at two A.M claiming to have a terminal illness. Spend the \$14.99. You’ll love it!
28. Ruth & Bob Grossman wrote “The French-Kosher Cookbook” in 1964. In addition to marvelous recipes, Yiddish words have been added. For example:  
“Haymisha Hollandaise Sauce” (recipe):  
“Haymisha: that nice politician who, when he came to your neighborhood, ate knishes and kissed the baby.”  
“Shmoozing Sauce Brun” (recipe)  
“Shmoozing: the principle factor in the spectacular growth of AT&T”
29. In 1999, Rabbi Nilton Bonder published, “Yiddishe Kop - Creative Problem Solving in Jewish Learning,

Lore & Humor.” The Rabbi says, “ ...exchanges between merchant and customers are also a bountiful source of meaningful human interactions. Indeed, many problems that erupt on the psychoanalyst’s couch are also reproduced when a counter stands between two individuals.”  
Ex.

Sadie Weintraub went into the bakery and asked for two rolls.

“Forty cents, please,” said the baker.

“Forty?” Sadie exclaimed. “What? Twenty cents a roll? Your competition across the street only charges twelve cents!”

“So buy them from him,” said the baker with a shrug.

“But he’s all out of rolls.”

“Lady, when I’m out of rolls, I only charge five cents each.”

30. Anita Diamant (“The Red Tent,” “Good Harbor”) grew up in a largely nonobservant Denver home. Her interest in Judaism sparked after she began attending conversion classes with her non-Jewish husband-to-be (around 1984). When she asked a rabbi to recommend a Jewish wedding book, he suggested that the freelance journalist should write one herself. She did: “The New Jewish Wedding.” (Source: interfaith [family.com](http://family.com), article by Naomi Pfefferman)

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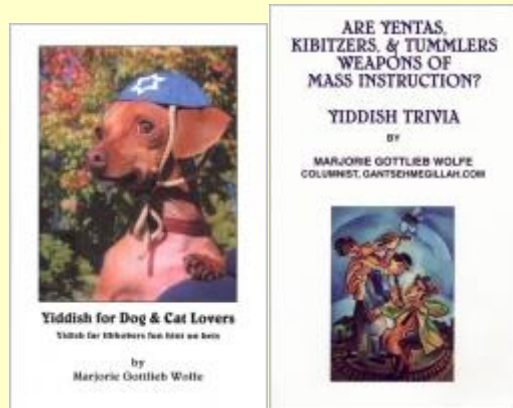
Marjorie Wolfe is aware that comedian/actress, Amy Schumer’s new book, “The Girl With The LOWER BACK Tattoo” has just been released. However, this “seasoned”



woman, would rather purchase "The 7-DAY BACK PAIN Cure" by Jesse Cannone.

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**Marjorie Gottlieb Wolfe is the author of two books:**



**"Yiddish for Dog & Cat Lovers" and "Are Yentas, Kibitzers, & Tummlers Weapons of Mass Instruction? Yiddish Trivia." To order a copy, go to her website: [MarjorieGottliebWolfe.com](http://MarjorieGottliebWolfe.com)**

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