

The Schmooze Stories with a Yiddish Twist

OPRAH DROPPING 43.4 “MILYON” FOR WEIGHT WATCHERS STAKE

Note: The Yiddish word meaning “to weigh” is “vegn.”

The Yiddish word meaning “to invest” is “investirn.”

The Yiddish word for “diet” is “diete.”

The “Oprah Effect”: Weight Watchers is counting on Oprah to use her authenticity to help the brand shift from dieting to a healthy (“gezunt”) lifestyle.

by
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Syosset, New York

In the 2007 book, “The Good Wife Guide - 19 Rules For Keeping a Happy Husband” (from Ladies’ Homemaker Monthly), we read:

Rule #2. RECIPE FOR SUCCESS

Just as it would be unthinkable to serve frozen (“farfroyrn”) TV dinners or reheated leftovers (“leftovuerz”) to an honored guest, these offerings should not be considered acceptable fare for the man you adore. Give him a hearty home-cooked meal - one that’s prepared from scratch and seasoned with love. The hours spent over a hot stove (“heys oyvn”) will be repaid in full when he eagerly asks for seconds.

Rule #8. AT THE DINNER TABLE

Anticipate your spouse’s needs by refilling his plate before he asks. When it comes to your own plate, remember that LESS IS MORE. Certainly, the moist (“faykht”) layer cake with butter cream frosting you baked this morning looks appetizing, but it WON’T DO YOUR WAISTLINE (“vaistline”) ANY FAVORS!

Headlines: OPRAY MAKES \$70M IN ONE DAY FROM WEIGHT
WEIGHT WATCHERS DEAL.

U.S.A.Today, Oct. 19, 2015

OPRAH WINFREY GOES ON DIET, GAINS WEIGHT WATCHERS DEAL

Yes, just the word (“dos vort”) that Winfrey took a 10% stake in the company caused the stock to more than double to \$13.92 a share. BTW, Winfrey is worth an estimated \$3.1 billion.

Oprah says, “I believe in the program so much I decided to invest in the company.” The weight-loss program has been struggling to hold on to members who now have an influx of cheap (“bilik”), new online diet tools and fitness apps to choose from.

Rumor has it that potential members can now speak directly with Oprah. Can we expect this conversation?

YOU HAVE REACHED 1-800-OPRAH4U.

HELLO. WELCOME TO WEIGHT WATCHERS. THIS IS OPRAH WINFREY.

YOU’RE IN THE RIGHT PLACE TO SHED ALL YOUR WEIGHT. BUT AT YOUR OWN PACE. ABOUT 800,000 PEOPLE WENT TO WEIGHT WATCHERS LAST YEAR, AND A GROUP NEARLY TWICE (“tsvey mol”) THAT SIZE HAS SUBSCRIBED TO ITS SMORGASBORD OF ONLINE COACHING AND SUPPORT.

THERE IS NO CHARGE FOR THIS INITIAL CONSULTATION.

PLEASE JOIN ME AS THE NEWEST OWNER (10%) OF W.W. Truthfully, I’m known for my yo-yo diets. I’ve gone from a size 24 to an 8. In 1993, I weighed 237 lbs. and I hired trainer Bob Greene. Perhaps you saw me on the cover of O, the Oprah magazine, in 2005. I weighed 160 lbs. And in 2009, I weighed in at 200 lbs. I “fell off the wagon.” Yes, I had a food addiction and thyroid problem.

I KNOW ALL THE W.W. JOKES:

YOU KNOW YOU’RE A WEIGHT WATCHER MEMBER WHEN:

- You stop licking postage stamps when you realize you can’t calculate their points value.
- You take off your earrings (“oyringl”) before you weigh in.
- You wear the lightest clothes you own to get weighed.

- You're convinced that Girl Scout cookie season ("sezon") is scientifically timed to occur just as people are giving up on their New Year's resolutions.
- You love the day before your WW diet starts.
- You whisper to another WW member, "Today I ate a cupcake without sprinkles. Diets are hard."
- You try to avoid things that make you fat...like scales, mirrors and photographers.
- You know that it's not the minutes spent at the table that puts on weight, it's the SECONDS.
- You quote Mae West: "I never worry about diets. The only carrots that interest me are the number you get in a ring."

And, yes, I once rolled a wagon onto the stage filled with animal fat symbolizing the 67 pounds I recently lost drinking Optifast, a liquid diet. And that's no "bobe mayse"--old wive's tale.

You've read all the claims/trivia that dieters have said:

- I melted away 71 lbs. with hypnosis.
- I tried "Curves," where women get a complete workout in 30 minutes. An entire workout, including stretching, takes a half hour, and I was encouraged to return 3 times a week.
- In 2008 Queen Latifah was a spokeswoman for Jenny Craig. In January 2009, Jenny Craig released a statement praising Latifah for losing 20 lbs. and dropping 20 cholesterol points.
- Jenny Craig gave Monica Lewinsky a short stint as a spokesperson. She lost 31 lbs. on the program.
- Dieters purchased "24 hour Thermogenics chewing gum," that's supposed to help customers "reduce their appetites and burn fat more efficiently." Others tried FitGum, a sugar-free chewing gum that, if used with proper exercise and healthy diet, may supplement and enhance weight-loss.
- Tom Venuto asks, "Is it possible that gum chewing might help some people lose weight? Sure, it's possible--if you chew sugar-free gum and it does actually

prevent you from eating, drinking sweetened beverages or it help stave off a craving or emotional urge for food...and if those effects hold up OVER TIME. But...it didn't help the large group of subjects in a controlled study...done by The Wrigley Science Institute...where they DID measure body weight change over time.”

- In 2002 Sarah Palin was on a low-carb, high-protein diet. Gabrielle Shaughness, a nutritionist, said, “You may be skinny (“dar”) but “the inside of your body will not be in great shape.” In 2008 Palin told the Wall Street Journal that she and her family ate a diet heavy in wild Alaskan seafood, moose, caribou and fresh fruit (“frish frukht”). She also professed a love of moose cheese dogs and moose chili.

Thank you for your call. For information about becoming a lifetime member, PRESS 1.

For a copy of today's recipe for “Far Blun Jed Egg Drop Soup, PRESS 2. Ruth and Bob Grossman say that Far Blun Jed is what a Jewish mother calls her son when he wants to join the Peace Corps instead of becoming a doctor.

For a copy of the recipe for “Haddock Yen Tah,” PRESS 3. The Grossman's define a “Yen Tah” as a free-lance social worker.

MARJORIE GOTTLIEB WOLFE believes that “Once you lick the frosting off a cupcake, it becomes a muffin...and muffins are healthy.”

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



**"Yiddish for Dog & Cat Lovers" and
"Are Yentas, Kibitzers, & Tumblers Weapons of Mass Instruction? Yiddish
Trivia." To order a copy, go to her
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