

## A NEW BOOK WHICH STARTS WITH “KHREYN”\*

\*“khreyn” and “chrain” are two Yiddish words for horseradish

by  
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Peter Mehlman is a great humor writer. The Los Angeles Jewish Journal says that he “captures modern Jewish life with satirical wit and deep understanding.”

The Huffington Post {Oct. 10, 2014} says that “In 1989 he [Mehlman] needed ‘a change of scenery,’ and moved to Los Angeles where he bumped into Larry David whom he met a few times in New York. David was developing ‘a little show’ with Jerry Seinfeld, and invited Mehlman to send over a sample script. Having never written a script, Mehlman sent a humor piece he had written for the New York Times Magazine. Jerry Seinfeld loved it and gave Mehlman a writing assignment...Mehlman was hired for the first full season of ‘Seinfeld’ as a program consultant (1991-92) and, over the next six years, worked his way up to co-executive producer.”

When Mehlman wrote his first script for Seinfeld, he drove home, and he had a message (“yedie”) on his machine from Jerry and Larry David that they absolutely loved the script. “Right then,” he said, “I had this feeling that my life was about to change (“baytn”).

Portions of two wonderful Seinfeld episodes written by Peter Mehlman are shown below:

### EPISODE: THE HAMPTONS

Writers: Peter Mehlman and Carol Leifer

Michael: Thanks for the lobster, Kramer.

Kramer: Rachel, aren't you gonna have any?  
Rachel: Oh, no. I can't. I'm kosher; we don't eat shellfish.  
Kramer: You mean you've never tasted lobster?  
Rachel: No.  
Kramer: Wow. You're so pious. I really respect that. You know when you die, you're gonna get some special attention.

#### EPISODE: THE YADA YADA

Writers: Peter Mehlman and Jill Franklyn

Father: Tell me your sins, my son.  
Jerry: Well I should tell you that I'm Jewish  
Father: That's no sin.  
Jerry: Oh, good. Anyway, I wanted to talk to you about Dr. Whatley. I have a suspicion that he's converted to Judaism just for the jokes.  
Father: And this offends you as a Jewish person.  
Jerry: No, it offends me as a comedian.

BTW, Mehlman invented such Seinfeld terms as "Yada, yada," "shrinkage," "Spongeworthy" and "double-dipping."

Peter Mehlman has a new novel which came out in September 2014. It's titled, "I Won't Always Be This Great." Adam Carolla said [of the book] "It's like The Hunt for Red October but involving horseradish." Why do the characters reside on Long Island? Mehlman said he "needed a true suburbia with cold weather and Orthodox Jews." BTW, Long Island is home to 32 Chabad centers, 45 Chabad rabbis, and approximately 315,000 Jews.

The synopsis: A Long Island podiatrist is walking home one night and twists his ankle ("dos knekhl") on a bottle of MOSSAD KOSHER HORSERADISH. Infuriated, he picks it up and hardballs it through the window ("fentster") of Nu? Girl Fashions, a retail store that sells sexy fashions for Tweens. It is owned by a prominent Orthodox Jew. Unfortunately, both the owner and his daughter are his patients. Audra, 19, suffers from plantar warts.

The author writes, "Podiatrists can be pretty annoying when they're sober. Imagine what they're like when they've had a few and then have to listen

to an entrepreneurial peer talking about his latest book on how foot, ankle, and back problems are skyrocketing due to flip-flops.”

The author continues with a description of “Mossad Kosher Horseradish Brand, established in 2008 in White Plains, NY, is the finest hand-prepared, coarse-ground horseradish in the world (“di velt”)! Its roots come from the horseradish capital of the world, Collinsville, Illinois, and are transported in seventy-five-pound burlap bags, dirt and all. Each root is washed, cut, and peeled according to Kosher dietary laws under the supervision of Rabbi Hedrick Pearl. All retail outlets carrying the Mossad Kosher Horseradish brand are subject to rigorous background checks to ensure that no proceeds from this product windup in the coffer of any group active in, or or affiliated with, philosophies or attitudes contrary to the interests of Israel, the rightful homeland of the Jewish people.” Sounds like a “bobbeh meisseh”--a grandmother story, an unbelievable story, or a tall story.

What, no Gold’s horseradish--White, Red (with beets), Hot and Extra Sweet? To hear the grandsons of the founder of Gold’s talk, horseradish is good in salsa, with bread and butter, meatloaf, and practically everything but morning “kave” (coffee). Gold’s started in 1932 by the owners’ grandparents, Hyman and Tillie Gold from their Brooklyn home. The factory funny line: “What’s the matter?” to those with eyes teary from the horseradish. Their only product failure: “Horseradish potato chips.”

A month before Joan Rivers died, she agreed to contribute to a book about Jewish food. She wrote: “Joan Rivers contemplated the menu for an imagined last meal, starting with ‘a good piece of gefilte fish with some fantastic freshly grated horseradish on it.’ Or, perhaps noodle kugel. Definitely kreplach. Just don’t go out for Chinese.”

The first night of Hanukkah is Dec. 17. Why not give a member of your “mishpokhe” a copy of Peter Mehlman’s book, “I Won’t Always Be This Great.” It’s “vunderlekh.”

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