

# Anti-smoking ad on target

**D**OCTORS Ought to Care, an aggressive anti-smoking organization based in Houston and organized by Dr. Alan Blum, is recruiting support for a crusade against secondhand smoke. The doctors have become pros at targeted their audience.

In the Nov. 25-Dec. 1 issue of the Jewish Week, DOC pushed its cause with a smattering of popular Yiddish phrases. The top of the ad questions the reader: *Meshugge* or Not *Meshugge*? *Meshugge* means crazy.

The ad goes on to criticize Jewish

organizations for honoring tobacco company executives with awards and praises and challenges them to "live up to their religious ethics."

At the bottom of the ad is written *Shlemiels* (clumsy persons): Those who blow smoke at the public. *Shlimazls* (unlucky persons): Those who have smoke blown in their face. The words are best remembered by Yiddish users as the *shlemiel* always spills the soup on the *shlimazl*.

Then it ends with: Tobacco is *treyfe*. *Treyfe* means not kosher.

**Stefanie Asin**