

# Planters Peanut Oil's Concert Star "Sheindele Di Chazente"

**PLANTERS**  
Producers of Your Favorite Hi-Hat Peanut Oil  
Once Again  
**PRESENTS**  
The Great Concert and Radio Star—The Incomparable

**SHEINDELE**  
is being heard in  
New York  
exclusively  
On Planters Program  
OVER STATION  
**WEVD**

**SHEINDELE the CHAZENTE**

**LISTEN!**  
EVERY  
Tuesday, Wednesday  
and Thursday Eve.  
8 O'CLOCK  
Station **WEVD**  
PROGRAMS OF  
**Liturgical Music**

**ENJOY  
THE BEST!**  
Your grocer has for  
you now your favorite  
**Planters Hi-Hat  
Peanut Oil**  
Also in Gallon Size  
TO BUY IT BY THE GALLON  
Kashuth under supervision of  
Rabbi Mend. Kohn of New York

**PLANTERS EDIBLE OIL CO.**  
1 UNION SQUARE — NEW YORK CITY

Kosher food, like many other enterprises is a niche business. Prior to WWII Post, Kellogg's, Quaker and Ralston Purina produced significant advertising putting themselves forward as the premier kosher cereal brands; Crisco as the main source of kosher shortening etc. The Planters Edible Oil Company invested substantial resources in marketing its Hi-Hat Peanut Oil as the premium oil of choice for the kosher kitchen especially during Passover. Recipe brochures, Passover cookbooks and other publications highlighting their commitment to kosher supervision were some of the mediums used to enhance this perception. Company sponsorships of programs on Yiddish radio also were an important part of this media mix.

In the early 1940s Jean Gornish aka Sheindele the Chazente (1916-1981) became a well known Yiddish Theatre performer. Her popularity had reached such a height that she secured an exclusive contract with the Planters Peanut Company, which helped her set up a rigorous touring schedule and land radio programs in Philadelphia, New York, and Chicago. In each city, fan clubs threw lavish parties and helped fill theaters such as the 3,000-seat Orchestra Hall in Chicago or the equally sizable Milwaukee Auditorium. This poster from the AJL Collection publicizes her tri-weekly programs on NY's WEVD. Until its closing in March of 1981, WEVD was the most famous station in US Yiddish radio history.

➤ THE AJL IS SEARCHING FOR PHOTOS, DOCUMENTS AND ARCHIVAL MATERIAL OF THIS KIND, RELATING TO TRADITIONAL CONGREGATIONS AND COMMUNAL ORGANIZATIONS ACROSS THE U.S. PRIOR TO WWII. IF YOU HAVE ACCESS TO THIS MATERIAL PLEASE CONTACT OUR OFFICES AT 800 839-6996 OR WWW.AJLEGGACY.ORG.

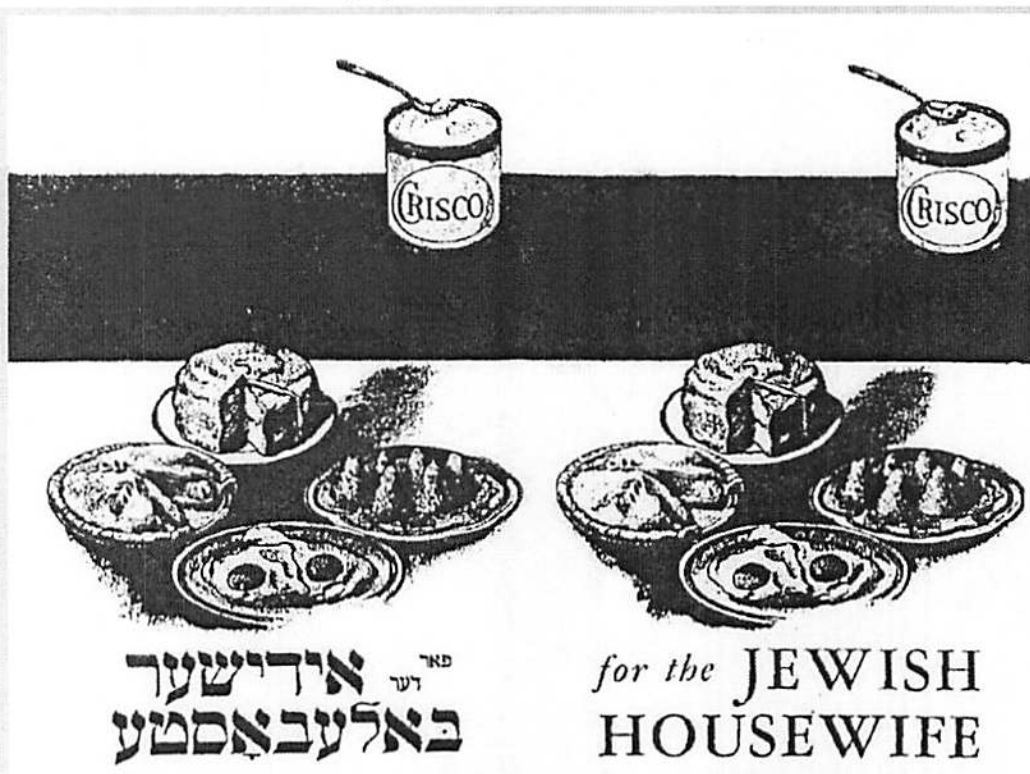


# Shulamith Z. Berger – Yeshiva University & the AJL

Shulamith Z. Berger is Director of Archival Operations at the AJL and a co-director of the critically acclaimed AJL exhibit *From the Mountains to the Prairie: 350 Years of Kosher & Jewish Life in America 1654-2004*. A person of many professional and academic achievements, she is Curator of Special Collections at the Mendel Gottesman Library of Yeshiva University.



Ms. Berger also has assembled an impressive personal collection of outstanding print advertisements from major American companies in both Yiddish and English which portray a vivid picture of traditional Jewish life in the United States. Many of these ads were portrayed in the AJL exhibit, AJL Marketplace Collection and have enhanced other AJL presentations.



Crisco Cookbook Cover, 1935. *From the Shulamith Z. Berger Collection*





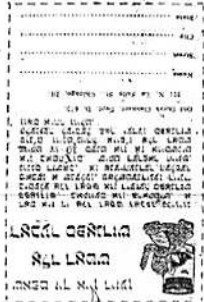
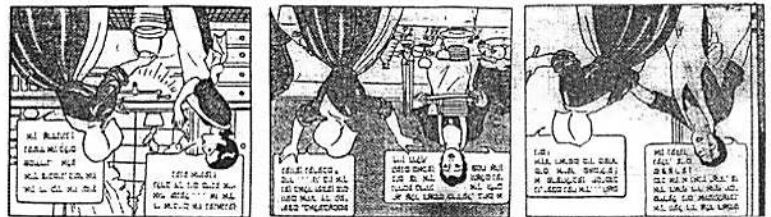
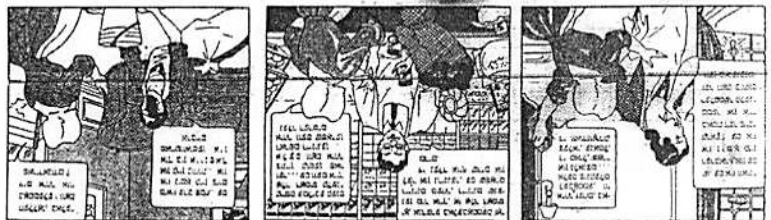
# Unusual Passover Non Food Advertisements Old Dutch Cleanser (Yiddish) - March 1933

From the Collection of Shulamith Z. Berger

## The Passover Eve Guest

Translated by the AJL

Square 1. (Row 1-R-L) House wife (HW): "It is almost Erev Pesach and I haven't begun to prepare the house."  
 Square 2. HW: "Ah, I wonder how I will get rid of all the dirt left by the painters."  
 Square 3. HW: "Chometzidiga dishes, Pesachdiga dishes, you need a thousand hands and nerves of steel."  
 Square 4. (Row 2-R-L) Old Dutch Girl (ODG): "Hello, Balebusta, why are you so sad?"  
 HW: "It's Erev Pesach... I have no time, no energy and I am drowning in work."  
 Square 5. ODG: "Buy a few cans of Old Dutch Cleanser. It's great for everything you need to clean. You'll save money too!"  
 Grocer: "Yes, other Balebusta's also tell me that Old Dutch cleans better, faster and easier. You also save money every step of the way!"  
 Square 6. ODG: "You see, Balebusta, how everything sparkles and shines... the porcelain, enamel and woodwork."  
 HW: "Yes, it's wonderful, there are no scratches. It's the finest and gentlest cleanser that I ever saw."  
 Square 7. (Row 3-R-L) ODG: "And now the kitchen is also done, kosher and Pesachdigi (Passover ready). Your dishes and utensils are all set."  
 HW: "The work went so fast that I can't believe my eyes!"  
 Square 8. ODG: "Now Balebusta, you will shortly be able to sit by your Seder... Nu, wasn't I right?"  
 HW: "Yes, Old Dutch Girl. You are a great "Berya" (talent). I don't think I could have made Pesach without you."  
 Square 9. ODG: "Nu, now I am going. Have a happy Yom Tov with your family! My work is done."  
 HW: "I won't let you go, Old Dutch Girl. I need you for the holidays and year-round to save money, time and health!"  
 Pesachdigi  
 It costs you less to make your house



...the work went so fast that I can't believe my eyes!  
 ...the work went so fast that I can't believe my eyes!  
 ...the work went so fast that I can't believe my eyes!



# Unusual Passover Non Food Advertisements

## Pyrex – April 1920

From the AJL Marketplace Collection

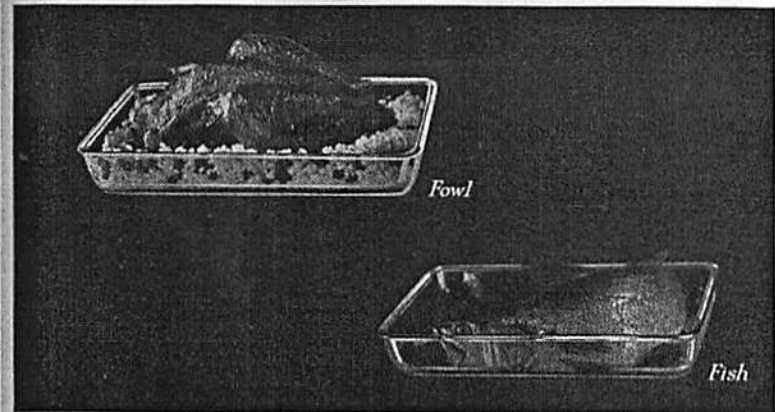
Contrary to popular perception, a number of major pre WWII American companies created important ad campaigns connecting to the Passover holiday.

In this issue we share three outstanding examples from the AJL Marketplace Collection – Pyrex Glassware, American Express International Money Transfer Services and Old Dutch Cleanser.

**Pyrex Glassware:** This 1920 ad highlights the kosher advantages of cooking in glassware from the perspective of Jewish law. It cites Jewish legal source by chapter and paragraph.

**American Express:** This 1924 ad reminds American Jews to remember their families in Europe who need money for the upcoming Passover holiday – see p.5

**Old Dutch Cleanser:** This 1933 ad uses a comic strip format to extol the virtues of this product for use in traditional Jewish homes in their preparation for Passover – see p.6



**P Y R E X** TRANSPARENT  
OVEN DISHES  
**ARE KOSHER**

because they do not absorb the odors of any of their contents. Read what the authorities say:—

*"Glass vessels, even when used for permanent preservation of food, including hot food, require no purification. For example, they may be used for boiling milk and subsequently for boiling meat, for they do not absorb anything of their contents, and mere rinsing before using them again is sufficient." (Joseph Caro, Orach Hayyim, 451.27.)*

**PYREX**

Make your Passover cooking easy by using Pyrex Transparent Oven Dishes. They can be used for both milk and meat because they are easily and thoroughly cleaned—do not absorb grease or cooking odors—and no impurities can cling to them.



Pyrex bakes everything better and saves fuel, time and work. You can see your baking bake in Pyrex and you serve from the same dish in which you bake—with all the appetizing appearance of your food undisturbed.

Pyrex is guaranteed not to break from oven heat and never chips nor wears out. It is made in many sizes and shapes for every oven use.

Ask your dealer in housewares for the Pyrex booklet, "New Facts about Cooking," or send your name and address and we will post it to you—free.

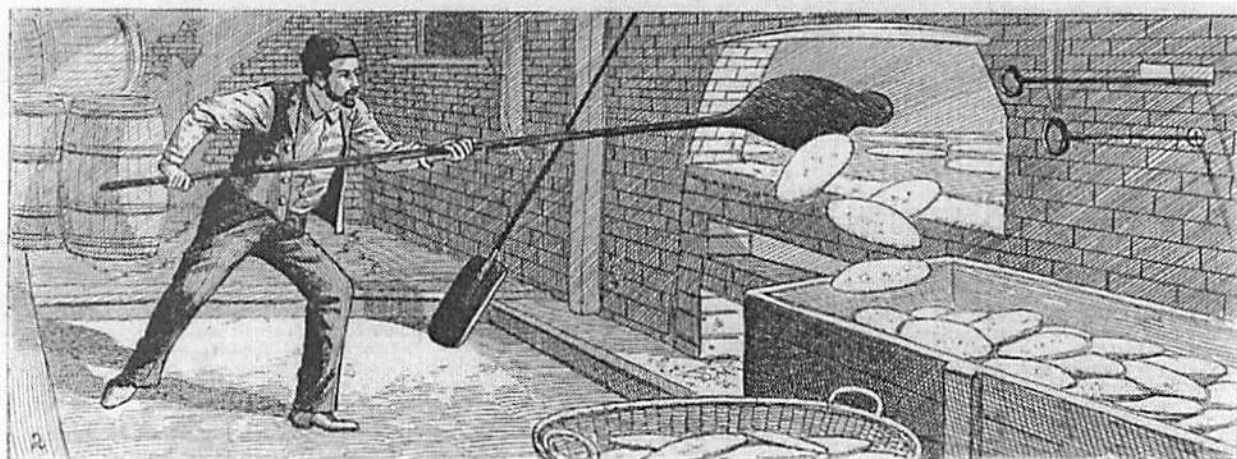
Pyrex is the original transparent ovenware. Always look for the Pyrex label—and the name Pyrex stamped on each piece.

PYREX SALES DIVISION  
**CORNING GLASS WORKS**  
World's Largest Makers of Technical Glass  
612 Tioga Avenue Corning, N. Y.



# "Unleavened Bread for the Passover"

From *Frank Leslie's Illustrated Newspaper*,  
March 23, 1889 (Edited by the AJL)



(continued from p.2) Men pick up the flat pieces and toss them to another set of men, who roll over them two sets of wheels, impressing little diamonds on the biscuits. They are then placed upon a ladle. Another man keeps shoving them into an oven, pulling them out and tossing them upon tables. The women first flatten the dough with their hands. While this is done, a Hebrew comes with sand-paper and glass and removes any specks of dough from the rolling pin... The matzes sold at this bakery bring eleven and twelve cents. Just before Passover a finer and more costly matze [Shmura ed.] is baked for the holy men among the Hebrews.



*Frank Leslie's Weekly*, later often known in short as *Leslie's Weekly* was an American illustrated literary and news magazine founded in 1852 and continuing publication well into the Twentieth Century. In 1897 its circulation was estimated at 65,000. Throughout its decades of existence, the weekly provided illustrations and reports - first with woodcuts and Daguerreotypes, later with more advanced forms of photography - of wars from John Brown's raid at Harpers Ferry and the Civil War until the Spanish-American War and the First World War..Surviving copies of the magazine at present fetch handsome prices as collectors' items and are considered to give a vivid picture of American life during the decades of its publication. [www.wikipedia.org](http://www.wikipedia.org)



# "Unleavened Bread for the Passover"

From *Frank Leslie's Illustrated Newspaper*,  
March 23, 1889 (Edited by the AJL)

**Matze** ...The best matze biscuit in New York city, and that preferred by all strictly orthodox Jews, is made by hand under the supervision of the Grand Rabbi Joseph, at his bakery in Norfolk Street. ... (there) sixty girls and women are employed. The flour from which the dough is made is specially ground in a mill at West Nyack by Jews, from carefully selected wheat. ... carried to Grand Rabbi Joseph, and he approves of it if it meets his requirements. With his consent it is put in clean new barrels and brought to the bakeshop. The barrels of flour are stowed carefully alongside the wall. Two men knead the dough in wooden dishes; one carries flour and another water from opposite corners. ... The dough is kneaded hard, and ... cut into chunks by one man, and carried by another to the women, who proceed to roll out the chunks into flat dough – continued on p.3.

## Message From AJL Founder

Dear Friends,

We are happy to bring you our new quarterly Spring Newsletter - Passover 2008. We must apologize for the hiatus in production of this important publication which was due to the relocation of our offices.

This newsletter highlights important historical research done by the AJL, relating to American matzo baking and unique advertisements by major companies in connection with the Passover holiday.

We ask our friends to keep us in mind and to bring our attention to additional material of this kind which can assist us in this endeavor.

Wishing you and your family a healthy Passover!

Rabbi Yaakov Horowitz  
The American Jewish Legacy



American Jewish Legacy Quarterly Newsletter  
[www.ajlegacy.org](http://www.ajlegacy.org)

## Become An AJL Member Today!!

I would like to become an:

- |                                                          |                                              |
|----------------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> AJL Friend \$36                 | <input type="checkbox"/> AJL Member \$100    |
| <input type="checkbox"/> AJL Patron \$250                | <input type="checkbox"/> AJL Supporter \$360 |
| <input type="checkbox"/> AJL Builder \$500               | <input type="checkbox"/> AJL Sponsor \$1000  |
| <input type="checkbox"/> Donate to the AJL Archival Fund | \$_____                                      |

The American Jewish Legacy is a recognized 501(c)(3) not-for-profit organization. All donations are tax deductible.

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Spring Edition 5768 – 2008

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SAVING AMERICA'S TRADITIONAL JEWISH HERITAGE

# American Jewish Legacy

Quarterly Newsletter Spring Edition 5768-2008



Rabbi Jacob Joseph's Hand Matzo Bakery, NY

"Unleavened Bread for the Passover" Frank Leslie's Illustrated Newspaper, March 1889.

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