

# Jewish Tribune

and

# THE HEBREW STANDARD

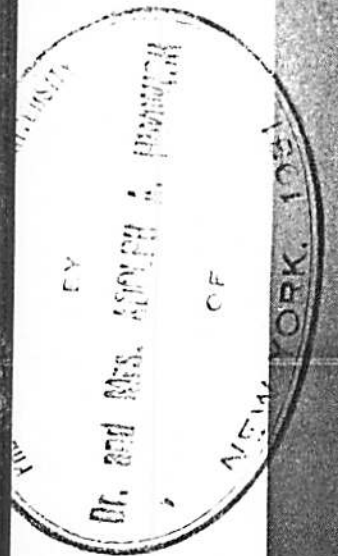
40 Years America's Leading Jewish Family Paper

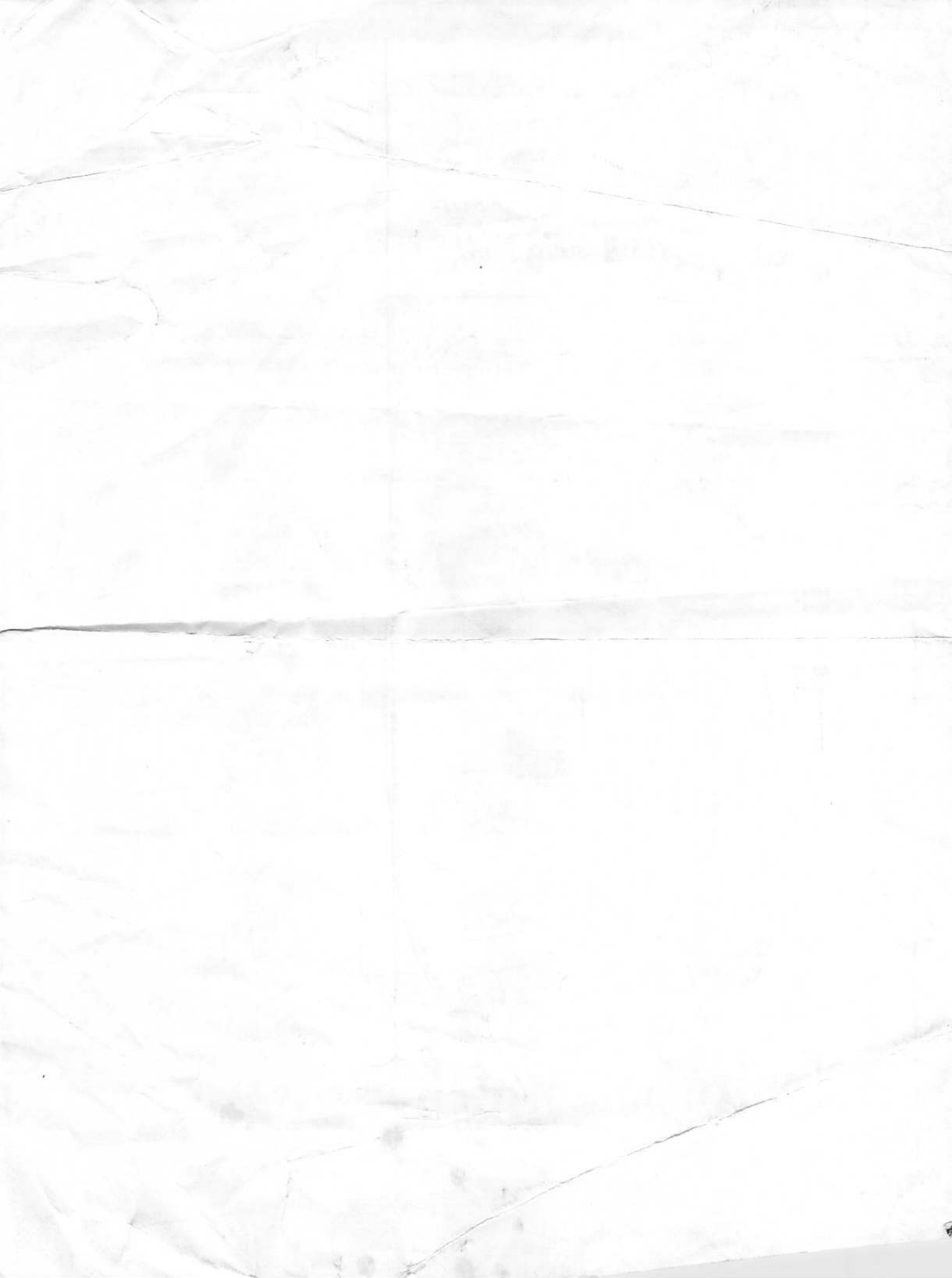
Copy

March 23, 1923

Four Dollars the Year

Passover 5683





# My Autobiography

## THE LIFE HISTORY OF A MATZOH

### CHAPTER II

Before I go on to relate the story of my life, I must say a word about my descent and family lineage, as even among human beings, this counts for a great deal, and plays part an important role.

I am a Horowitz Matzoh. A Horowitz Matzoh in the Matzoh world is an aristocrat among Matzohs. A Rothschild among Jews. The Lord created all men of the same clay, all are in His image. They are all flesh and blood, but their aptitudes and capacities differ and the same is true of us Matzohs. We all have about the same outward appearance and we all belong to the "bread of affliction" species. We are kneaded alike from dough and been the same name—Matzoh—but not all Matzohs are Horowitz Matzohs. A Horowitz Matzoh is a Matzoh of distinction and I am proud of my ancestry.

And how did I come to such high distinction?

You have undoubtedly heard of the great Rabbi Samuel Horowitz, the disciple of Baar of Meseritz, a revered name in Israel, and the author of "Words of Samuel." Rabbi Samuel's grandson Rabbi Jacob Horowitz was my creator, the creator of the Horowitz Matzoh.

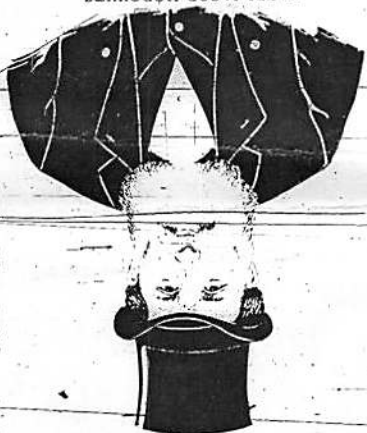
That was about 40 years ago when Rabbi Jacob Horowitz first came over from Hungary to America.

He was a great scholar but did not wish to make his living from the Torah. He desired no other goal, and had the hope that here he might make a living without being a rabbi. It grieved him that many Jews, though they did eat Matzoh on Passover, were little concerned as to whether the Matzoh had been prepared according to the rules and regulations of the Shulchan Aruch, and even those who were particular could not obtain such Matzoh.

At the request, therefore, of the choveranim Jews of New York, Rabbi Horowitz and his family wife, Birdi Chayah, who was a "Bakeit" (Baker), established the first Konekt Matzoh Bakery in America. This was the famous bakery, now famous the world over.

Rabbi Jacob Horowitz died shortly thereafter and his wife remained at the head of the great Matzoh bakery for many years, until her death in 1919, at the age of 89. Then the business passed into the hands of her children, Joseph (Asher), Leopold (Levi), Max (Moses Aaron), Samuel, I., and their sister Regina (Litka Hannah), Max (Moses Aaron) and her husband (Hayim Land) Margareten, who on his side, is also a descendant of a distinguished family. Some of the most noted families in New York numbering one thousand children, grandchildren and great grandchildren all descend from Rabbi Jacob Horowitz, walking in the ways of their father, and his God-fearing Jews.

I am a child of this noted family. I am a Horowitz Matzoh, and will tell more of my history in Chapter III next week.



# HOROWITZ BROS & MARGARETEN

"The Matzoh with a Taste"

369-375 E. 4TH ST., --- NEW YORK  
 TELEPHONE ORCHARD 4014

