

# Book 'Clues' readers in to moms' advice

By JOSHUA WALOVITCH

As long as there have been comedians, there have been Jewish mother jokes. But as local writers C.J. Kaplan and Mitch Blum — co-authors of “Jews Clues” — discovered, “the Jewish mother really resonates across all cultures,” Kaplan said.

The pair met as children growing up in Needham, under the watchful eyes of their respective Jewish moms. “Much of her advice centered on what not to do and how to live the proper way (e.g. her way),” said Blum a 40-year-old Swampscott resident.

Years later, the pair worked together at Boston advertising agencies. To kill time during meetings they would pass notes back and



forth with Jewish-themed one-liners or “clues,” such as: Jews are like Red Sox fans. Neither is happy unless there’s something to complain about.

“The clues all came back to stuff your parents told you, we twisted it around and turned our parents’ advice and criticism back on them,” said Kaplan, 42, of Needham.

Co-workers encouraged

the pair to keep writing — their one-liners got a Facebook page and Twitter account, and finally, “Jews Clues: You’re Doing It All Wrong” (CreateSpace, \$8.99), a compilation of essays, insights and Chai-Kus (Jewish-themed Haikus).

“This book is about our Jewish culture. There is a difference between sitting in temple and going to Zaf-tigs; Mitch and I fall into the latter category,” Kaplan said. “You don’t have to be Jewish to appreciate this book. I get comments from Irish and Polish families,” he said.

In retrospect, Blum said he’s grateful for his mom’s nagging — otherwise he’d be sporting a giant Van Halen logo on his arm.

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