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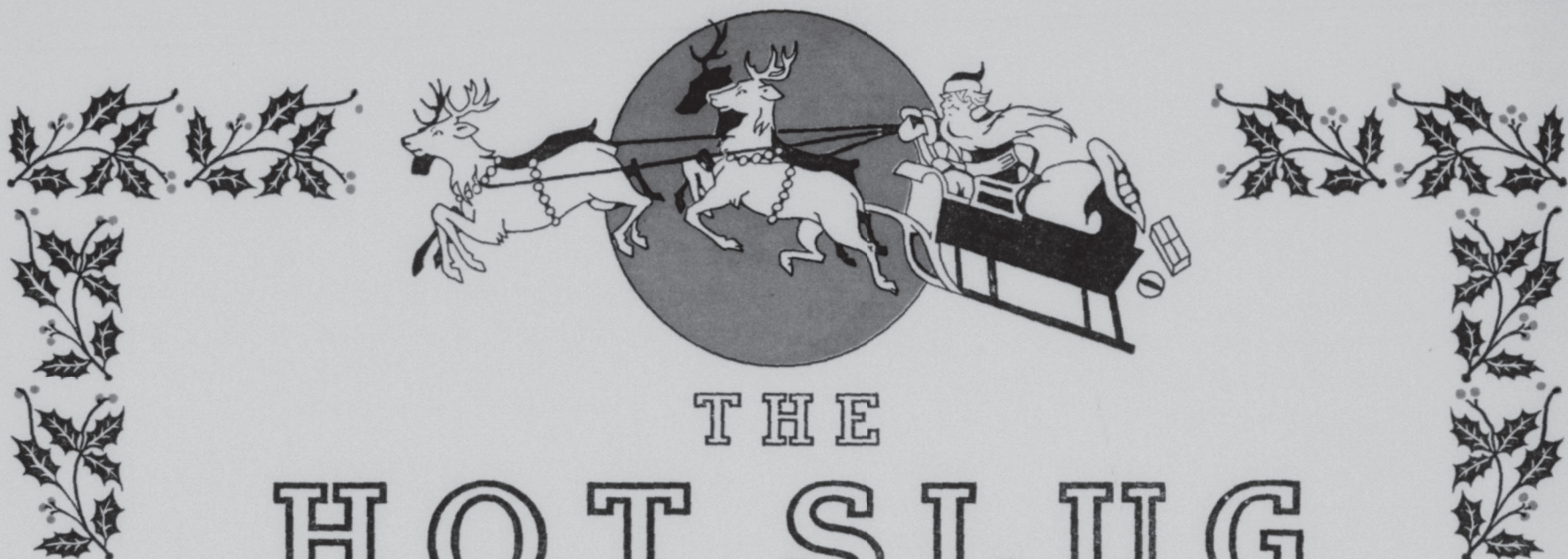
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New Year's message, 1926.

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R. J. VENNING, Editor

WE PUNCH CLOSE TO THE LINE, LETTING
THE SLUGS FALL WHERE THEY WILL

VOL. II

Quality, Service, and a Square Deal to All

DECEMBER, 1926

No. 7

A Merry Christmas and a Happy New Year

In extending to our readers the season's greetings, we add in all sincerity the wish that we might accompany this expression of good will with a hearty clasp of the hand. The fact, however, that our readers are located in nearly every city and town from ocean to ocean and from Mexico to the Yukon, makes this impossible.

Our wish for you and yours is that you may enjoy unbounded happiness and prosperity during 1927 and succeeding years without end.

More than this, we wish for you and for ourselves, that sense of well-being and contentment, which comes from the faithful performance of every task that may come to hand from day to day. As Tiny Tim says in Dickens' Christmas Carol: "God bless you, every one."

The Cleveland Steel Tool Co.

A NEW YEAR'S THOUGHT

By Rev. Dr. Abba Hillel Silver

The older we grow, the more we lament the passing of the years. As these depart, one by one, slowly at first, and then ever more swiftly, they seem to take away much that we hold dear, our youth and our vigor, our hopes and our rich expectancies.

Men frequently ask: "How can we keep young?" There is no way of keeping young through the mere care of the body. One can only postpone for a few pitiful years the relentless ravages of age. By hard discipline and self-control we can resist for a time the siege of age—but only for a time. The time comes when the velvet and warmth of youth vanish past recall, when the pride of form and the suppleness of limbs depart, and old age takes possession of our bodies. What then? Is there no respite? Are we to grow old because our body tires and our muscles flag? Is there no refuge of renewal, no sanctuary of eternal youth? There is. By the grace of God there is! There are men who remain young and free in the very midst of crumbling old age. There are men whose last heart beat is a Song of Spring.

Life for them is an endless process of self-renewal, of spiritual growth and augmentation. And so ought it to be for all of us! Our business or profession should not be so mechanical as to restrict our development and confine us to repetition and monotony. We should, of course, attempt to advance to the very limits of our vocation, explore its every byway, marshal into play every talent we possess, but we must continue our self-fulfillment beyond it and outside of it. No occupation, however large its scope, is large enough to enslave our whole personality. Like a jewel radiating through numerous facets, our spirit should adventure along manifold ways.

Above all, we should seek constantly, to outstrip ourselves, to outdistance our highest achievements, to grope into the unknown for the new quality and the

new purpose which shall antedate the supreme quality and purpose of the moment. Thus we shall remain young amidst the aging toll of the relentless years.

And the older we shall grow, the less we shall lament the passing of the years.

A NEW YEAR'S RESOLUTION

By Rev. Joel B. Hayden

We are off to a fresh start—for our MINDS are made up. So is the calendar. Draw in your belt another notch, and face the days ahead. Without adventure we die. The unknown is both friend and foe. We are put on our mettle and real men come out on top.

America holds the balance of power today. We possess the gold stock of the world. We have the highest standard of living. We control the biggest domestic market. We enjoy the most varied educational opportunities. We cherish the greatest degree of security on the planet. We have been "of good cheer" for many a long day!

But—with our GOODS, handable, accountable, cashable—can we grasp and comprehend the inescapable inner voice—"this night thy soul is required of thee"? Do we OWN all this "stuff"—or is it a fact, that WE ARE OWNED OF GOD?

The New Year is but an age long device to MAKE MEN THINK. It SHOCKS us into moral and spiritual inventory. It demands PROOF that we are big enough to USE the most amazing tools yet put into the hands of Man.

We have power—can we use it justly—justly as between two oceans, justly as between two men, justly as encircling the globe?

We have security—can we move on paths of comprehensive mercy, discovering and releasing not only markets, but friendship, loyalty, self-control—as between man and man; as between nation and nation?

We have peace—is it based on simple trust and hard work and self-respect

and mutual understanding—can it rely on “men of goodwill”; will our children’s children be SAVED FROM the living death of EASE and SOFTNESS, and SAVED TO the girdling of the world with co-operative friendship and humanized industry?

Our RESOLVE is our LIFE—it is OURSELVES, it is the guerdon of our immortality.

We face the New Year unafraid—for we walk with God—humbly!

A NEW YEAR’S GREETING

By Rev. C. H. LeBlond

Years measure the lives of men. The longest lives are short, and the years of a man’s life are few and fleeting. Each year deserves the best we have; if we utilize the time allotted to us, each year that best should grow better.

If we wish to make society better, we must do it by improving individuals. And we should begin upon ourselves. Practising the things we like to see in others. Conscious that cheerfulness promotes happiness, and happiness makes for virtue and for sanctity.

Charity, kindness, good will, all these spread cheer. Confidence in men stimulates reliability in them. Strictness is a virtue when applied to ourselves; tolerance is a virtue if practised toward others. Honesty we all owe to ourselves.

Let each practice these virtues and the New Year will be made happy for all.

USEFUL OCCUPATIONS

The Preacher

In covering this subject we are using the word Preacher to designate the Clergy of all denominations, creeds and beliefs. We include in this designation all disciples and teachers of all brands of religion who sincerely believe the tenets of their own particular religion and teach and preach to the glory of God.

From early childhood we have been in more or less close contact with Preachers. Some

of these, as we recall them, were wrapped up entirely in the fervor of their religious convictions. Others were less austere and awe-inspiring and seemed to have some thought of things of this world as well as of the world to come.

Since that time we are happy to say we have met many members of the Clergy, not all of the same belief, but all, we are sure, earnestly striving to make this world a better place in which to live and to prepare us, to some extent at least, for the world to come.

A true Preacher of religion these days must be, in our opinion, something of a fighter as well. Primarily a man of peace, he, by the very nature of his calling, finds himself in continual conflict with the forces of evil. He therefore must stand at the front, a militant champion of all that is right and good in this world. Behind him he has right thinking men and women who may, or may not, be of help to him, depending upon what amount of co-operation they are willing to give.

The forces of evil, as we all know, are well organized and they never rest. Every day is a work day with them and much of their activity is carried on while honest folks sleep.

Gilded traps are set to ensnare both young and old, and the pity of it is that the young are most easily caught.

In our larger cities the observance of the Sabbath has fallen so far below the standards set by our forefathers that, in many respects, it is now not much different from any week day. Sunday theatre performances, movie shows and cabarets, where dancing is permitted, are now the rule rather than the exception. It often is the case under existing conditions, that the words of the Preacher at evening service and the voices of the congregation raised in sacred song, may actually intermingle with ribald laughter and strains of jazz from some dance hall across the way.

Ah, yes, the occupation of Preacher is indeed a useful one, and those of us who live in the larger cities, know HOW useful it is and how great the need in the present day and age. It sometimes seems to us, as we observe the current tendency toward a life of frivolity, that the church is the only solid ground left amid the shifting sands of present day civilization, so called.

Religion, which stands steadfast for the right, must be organized to combat all evil, much as a business is organized to overcome competition. When Preachers argue among themselves about the fine points of theology and ferret out apparent inaccuracies in the Word of God, they put themselves in the position of a salesman who speaks disparagingly of the goods he is trying to sell. For Preachers, after all, are trying to sell religion to us

sinner and by so doing save our souls from eternal damnation.

Why then not let the competing forces advance the negative arguments while we stick strictly to the text?

Leaving theology and creeds and isms out of the question entirely, there is enough subject matter in the world about us to furnish texts for all Preachers of all beliefs from now until the end of time. In our humble opinion America needs today, as never before, a revival of religious sentiment in all walks of life.

We are drifting toward a condition of easy going, soft complacency and a contempt for the finer things of life, if in fact we have not already reached that state.

It will need all the resources of a united religious movement to stem the tide. The Preachers and the churches must lead the way. The loyal co-operation of right thinking men and women is necessary to make such a movement a success.

For the sake of our children and our children's children and for the peace and sense of well being in our daily lives, is it not worth a tremendous effort on our part toward getting back to sane living and higher ideals?

A nation which forgets God, is a nation without hope. If we will stand by our Preacher and our church, this will never come to pass in America.

Is there any bigger thing we can do than this for God and country?

JUST A WORD

At the near approach of a New Year we want only to remind our readers that we manufacture Punches, Dies, Chisel Blanks and Rivet Sets.

Without any spirit of bragging we believe we can say in very truth that we are the **LARGEST** manufacturer of this class of tools.

Size means nothing, of course, without quality. A pumpkin may be ever so large and still possess internal deficiencies which make it unfit for use except perhaps as a Jack-O-Lantern at Hallowe'en.

If, however, a concern has grown to be the leader in its field by a steady, healthy growth, from a small beginning, then that is something else again.

Two rules we have always followed—to never brag and to never knock.

"Pride goeth before a fall and vanity before destruction," says the Good Book. We know this is true and so do you. There are plenty of proofs in every town, village and hamlet.

But we **DO** want you all to know that we make Punches, Dies, Chisel Blanks and Rivet Sets and that we make them the best we know how.

If, knowing this, you do not let us figure on your requirements, we must then conclude that you must be making your own and, of course, that is just what you should not do in this day of specialized effort in industry.

That good old alibi about keeping some one busy in the tool room has been shot or punched full of holes.

It simply is not done in modern up-to-date shops and you know it.

And in conclusion let us remind you that we make Punches, Dies, Chisel Blanks and Rivet Sets and **NOTHING ELSE BUT.**