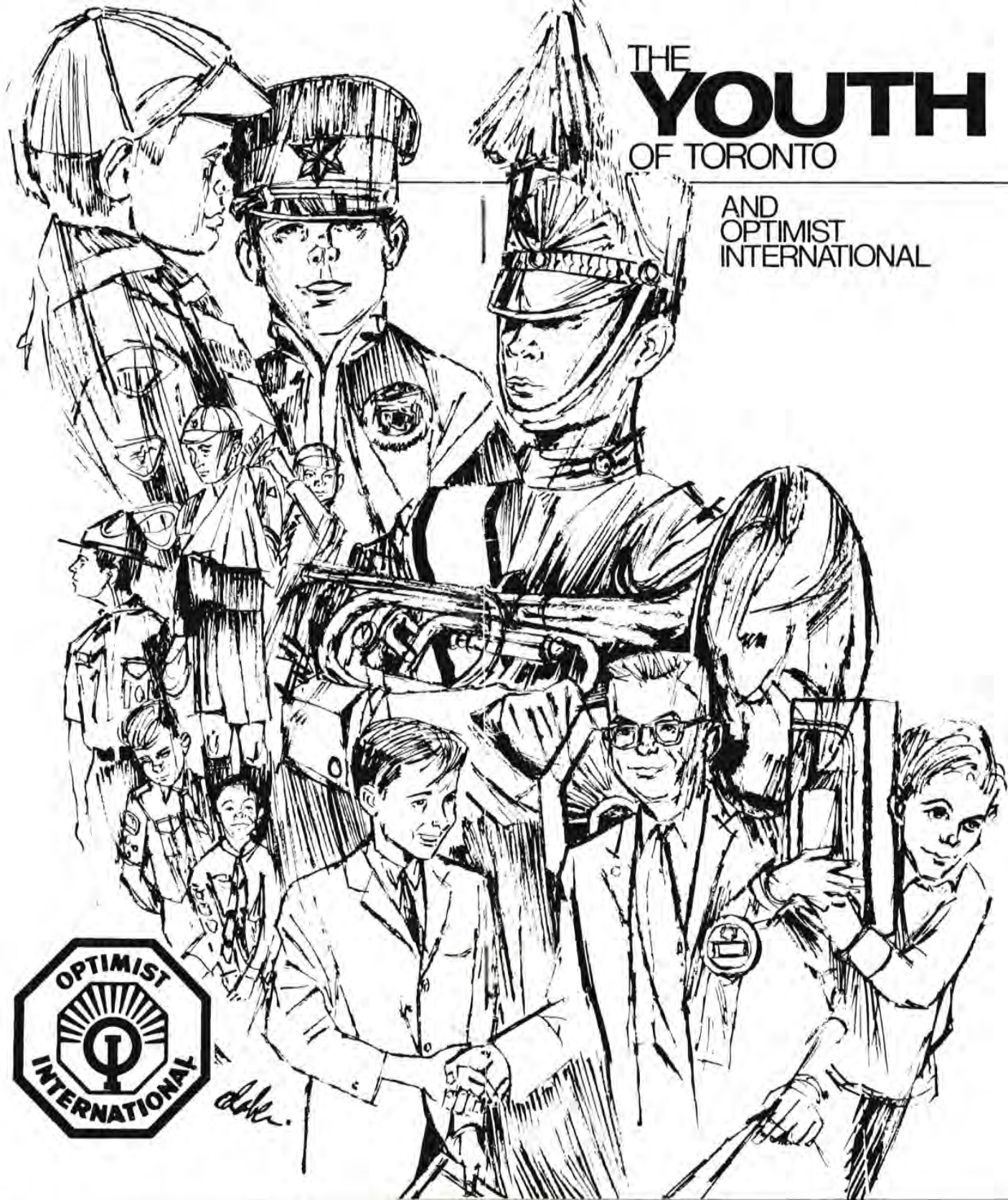


# THE YOUTH OF TORONTO

AND  
OPTIMIST  
INTERNATIONAL



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# THE YOUTH OF TORONTO

## AND OPTIMIST INTERNATIONAL

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Toronto is growing faster and faster and its growing pains are heard in juvenile courts. But clearing slums does not clear courts because the young offenders come from trim-lawned suburbs just as much as Cabbage Town. Toronto's youth is the kids on your street.

Kids are not smarter today. They just know more. The trouble is, they don't know what to do with it. So they voice the independent thinking of trying on new wings. We still call it growing up.

Kids will grow up into a world you never knew. They could grow up into things you never were. Better things. Because of the world you helped them grow up into. And if they never learn old rules, maybe they will learn some values. Values that work. Values that make up better rules.

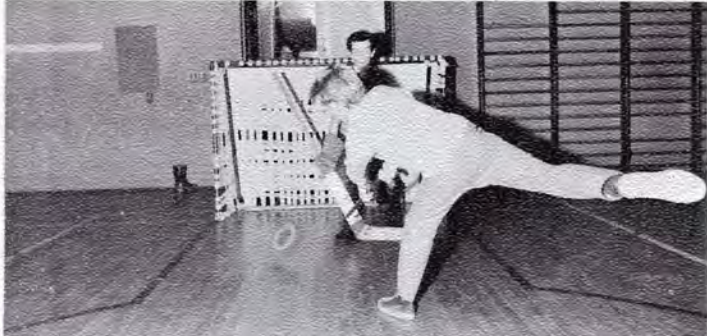
It takes a good man to bring out this potential in a boy. And it doesn't take a push; a nudge will do. Good things can rub off a good man and make a bad boy good. Good enough to make your street a better place to live. Good enough to make a better city, a better Toronto. Good enough to earn your respect.

But the man who helps the boy doesn't have to dream of better worlds. He doesn't have to be that noble. He only has to be a Friend.

Like the Optimists.

The Optimist is "The Friend of The Boy."





**"THE MET"**  
**THE BOYS' CLUB**  
**OF DOWNTOWN TORONTO**

*Just listen to the music of the traffic in the city.  
 Linger on the sidewalk where the neon signs are  
 pretty.  
 Downtown . . . Things are much brighter there,  
 Downtown . . . Everything's waiting for you.*

You can do anything downtown. Eat. Work. Sleep. Shop. Or be entertained in elegance. And the back doors of the elegant facades look out on old exhausted houses. The kids there learn a fighting independence and they learn it fast and early. They have to. They know about the lingering on the sidewalk and about the back doors and the alley-ways. That's home.

Some of them know about 'The Club'. The one in the basement of Metropolitan United Church. They hear about it from their teachers and in the Family Courts. And they hear about it from each other.

Some join. They learn about stamps and coins and games; things they might not otherwise have seen. They have a bowling alley, a billiard table and a gymnasium. They see the beginning of a predictable future: they know The Club will still be there next week.

The boys go fishing once a year. The girls (a third of the members) also learn sewing and grooming. Their Thursday evening program reads: Senior Girls Help Juniors. Then they both learn trust.

There are face-washed dances once a week. But the boys and girls don't think of all this as learning, or even earning values. They call it fun. Fun With a Purpose, the sign says. And it works. Attendance almost doubled in two years.

And the volunteers that work with The Club don't really talk it up about how they meet the unmet needs of youth. They just do it. They build a better Toronto by helping build some better kids.

They start by being Friends.





## TORONTO OPTIMIST "CADETS"

a Parade Corps for Boys 10-14 yrs.

In The Optimist Cadets (of Scarboro) a boy begins to see himself at work. He starts off not knowing how to march or play an instrument and ends up with people cheering for him on the street.

But 'Parade Corps' sounds too easy. It hardly says the things a boy begins to learn.

When he first picks up a bugle or a pair of drum sticks, he works at a scale or a rudiment. He grasps some music appreciation. The plinth of aesthetics.

When he marches on parade, the line is straight because he adjusts himself within the line: a lesson in sociology: his working role in a group of peers.

And when he stands at attention, he holds himself upright and straight. And a good thing happens. Pride seeps up in his mind.

That's what a boy begins to learn in The Cadets. Some pride and self-awareness. And that's what builds values that work.

The boys also learn about earning. They bought uniforms and instruments with funds from their fertilizer sales campaign.

And when The Cadets put on a campaign to get more boys to join, the results showed what kids think of learning discipline. Almost two hundred boys signed up to join.

That shows you don't have to trick a boy into learning things. Or into accepting authority. If it just begins to help the boy come up to his potential, then you've made a Friend.

Still, The Cadets are more than an end in itself. A Cadet hopes to get good enough to join The Toronto Optimists Drum and Bugle Corps, the Canadian National Champions. The boy begins to build a long term plan.

And long term plans build better cities, better Friends, and better boys.



## THE TORONTO OPTIMISTS DRUM & BUGLE CORPS

The Criterion of Canadian  
Junior Corps . . .



The Corps shows a boy the reward of his work. It urges the boy to do as much as he can and then to do some more. That's what makes a winner.

The Corps started in 1958 when The Downtown Optimist Club expanded their parade band to become a Drum and Bugle Corps: The Optimists. The Corps, then the infant of drum corps in Canada, grew up

through the rumours of their aims. In less than a year they beat the unbeaten champions (Preston Scout House) and became the new National Champions.

The Optimists said they would start on top and stay there. And they did.

Eleven years later, the Corps had travelled over 60,000 miles and played to some 1,100,000 people in 237 appearances in the U.S. and Canada. They won the New York-Canadian title four times, the Canadian National Exhibition title 7 times and National Championships 11 years in a row.

Competition was unusually stiff one year. Things looked bad. It was rumoured The Optimists were down. So besides the usual shows, contests and parades every weekend, the Corps agreed on extra





practices. And after 39,000 boy-hours of work and another National title, they said, "It was a very good year."

After the Nationals in the fall, the Corps' 'year' begins again. Recruits come in 'to try out for the line.' A lot of them are green.

The first things a boy learns in the Corps — and he learns them without protest — are rules, order and chain of command. He must come to rehearsals on time; he must learn his specific part throughout the show; and he does what his instructors tell him. Eventually he earns equality.

And by then he has learned that a thing is good because he makes it that way. He begins to think in winning terms. The young Ulyssian travels with the Corps to prove himself on home-fields and in another country. And he finds it is easier to get on top than to stay there. He learns repeatable success means competing with yourself.

He gets the feel of purpose; the satisfaction of friends involved together. He is a necessary part of something good. Something that needs him.

And he is applauded. Thousands cheer for him. He has become an entertainer, a winner, and a name.

That's why recruits stay in the Corps. Some as long as 7 years (or up to the age limit, 21). After leaving the Corps, some become instructors with The Optimists or The Cadets. Many invest their think-win training in careers: musicians, artists, writers, teachers, social workers, business managers, agency executives, engineers, pilots and officers in armed forces. Not bad for a boys' work project.

Most of all, the Corps urges boys up to their potential, some of them beyond it. That's what makes a champion.

It also makes the boy a better man.



## A SCOUT TROOP . . . A CUB PACK . . .

A Scout or a Cub in the 99th Troop learns something that a lot of other kids downtown never come to grasp: Dignity, Respect and Rights.

He learns them young and grows up knowing them.

But the learning doesn't come from a sermon or from rule books. It comes with the good times. The hikes and the cookouts. Or the father and son banquet. Or Apple Day. Or Camporee.

And it comes in a lot of little ways. Like being with people who care how a kid grows up. People who have something to teach. Something a kid wants to learn.

They learn skills and handicrafts. Things that seem basic to adults but ignite a young boy's thinking to imagination.

The Scout and the Cub also learn some simple things. Important things, which are often the simplest things. Loyalty. Earning Friends. The things that help a boy to Be Prepared.





## OPTIMISM IS FELLOWSHIP . . .

"WE ARE A SERVICE CLUB," says an Optimist past-president. "But this doesn't hinder an Optimist enjoyment of just being associated with a group of real good fellows."

Good company makes business a pleasure.

All the Club's activity — company, business and pleasure — springs from weekly luncheon meetings, Wednesdays at the Royal York. Luncheons start at 12:15. They finish in plenty of time for 2:00 appointments back at the office.

The luncheon meetings give an Optimist a change of pace. An opportunity for friendships with men in other profession and other businesses. And the meetings are relaxed but spirited.

The Club is basically a men's club, but the women aren't forgotten. Wives can become Opti-Mrs. There's the annual Past-President's Supper Party. And mixed bridge and golf and curling. And a Children's Christmas party.

The Optimists are more than a service club. They're Friends. That makes good times of anything they do.



## THE OPTIMIST CLUB OF DOWNTOWN TORONTO

Since it began:

The Club dates its charter with Optimist International back to 1924. Optimist International had formed in the U.S. in 1919. But the Toronto club was the first in Canada, and that made Optimists **International**.

The Club's first projects grew in the Junior Vocational School on Jarvis Street where the Optimists established an Eye and Ear Clinic. They also equipped and trained a Boys' Band. When the projects were successful and their value proved, the Board of Education took them over and extended them throughout the school system.

Optimists also worked with the boys in the trade shops at the school and the Club donated the school's Tamblin Memorial Library. (Optimist Bill Tamblin was first principal of the school and also International President of Optimist clubs in 1937.)

Later, the Toronto Optimists equipped an Operating Room at the Sick Childrens Hospital.

In World War II, the Toronto Club joined with all Canadian Optimist clubs and sent over two million chocolate bars to bombed-out children in England.

Besides the 84th and 99th Scout and Cub Troops (page 9), one of the main projects was the Carlton Optimist Boys' Club in Carlton United Church. When the church closed down, the Boys Club moved to Metropolitan United Church (page 3) where it still gives 'Fun With a Purpose'.

In 1958 The Optimists Drum and Bugle Corps leaped to success (page 6) and attracted public attention in Canada and the U.S. The Optimist Cadets (page 4) grew out of that.

These projects have sprung from the initiative of Club members. The money, in part, comes from the Optimist Charitable Fund, a Registered Charity with some 200 subscribers donating more than \$7,000 a year. The Fund is still growing. The Club also holds Tag Days, Ice Shows, Bingos, and Christmas Tree sales. And all to build better boys.

And so the Club has grown. It started small: somebody being a Friend of The Boy. And it keeps growing. Friendship's like that. You can't keep it small.

Friendship makes you big.





### You can join the Optimist Club.

Toronto will be better for it.

So will a boy.

So will you.

You can be an Optimist: A Friend of The Boy. Someone a boy looks up to. Someone who helps build a better boy—a boy who grows up and builds a better city for your kids.

As a Friend, you could do something for a boy. And he could do a lot for you.

Still, the boy might never be a monument to what you were. He would just be something good you did.

That's the brighter side of things.

That's being an Optimist.

Why not join The Optimists now? A boy can't stay young for long. Remember how it was when you were a boy? You wanted a Friend to be friends with. So be a friend. Befriend a boy.

Join now.

What do you say, Friend?



## Creed

Promise Yourself

- To be so strong that nothing can disturb your peace of mind.
- To talk health, happiness and prosperity to every person you meet.
- To make all your friends feel that there is something in them.
- To look at the sunny side of everything and make your optimism come true.
- To think only of the best, to work only for the best, and expect only the best.
- To be just as enthusiastic about the success of others as you are about your own.
- To forget the mistakes of the past and press on to the greater achievements of the future.
- To wear a cheerful countenance at all times and give every living creature you meet a smile.
- To give so much time to the improvement of yourself that you have no time to criticize others.
- To be too large for worry, too noble for anger, too strong for fear and too happy to permit the presence of trouble.

Christian D. Larson



### THANKS TO

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Douglas McPhail