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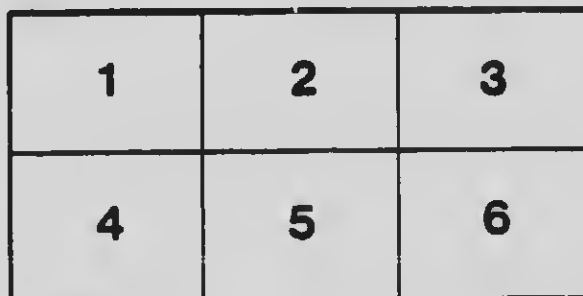
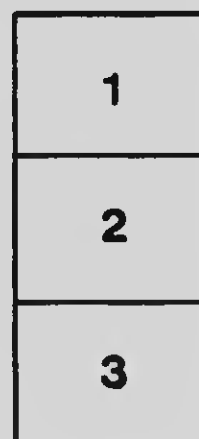
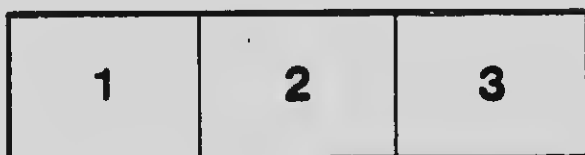
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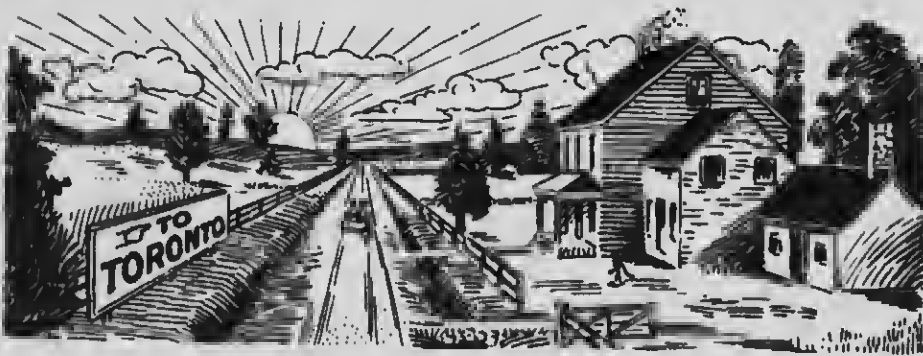
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Associations

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**AN ABSOLUTE NEED
AND A CITY-WIDE
PLAN TO MEET IT**



**Four New Buildings for the Young
Men and Boys of Toronto**



ASSOCIATION BUILDING AT BEDFORD BRANCH, BROOKLYN

This building will show what a modern Young Men's Christian Association building looks like. This general style of architecture is followed in all up-to-date structures for Association purposes.

A United Campaign For \$600,000

As a result of extensive negotiations and frequent conferences, the Central and West End Associations, the Broadview Boys' Institute, which will be merged in a Branch, and the Young Men's Christian Association of the University, have agreed to unite in this campaign, so as to prevent repeated appeals and so as to provide at once for the present needs of Young Men's Christian Association work in the city, by the erection of buildings that will be adequate for many years to come.



G. H. WOOD

Chairman Executive Committee

The Central and West End Buildings are crowded with the present membership of the Association, both in the men's and boys' departments. At the Central there are 1,574 men and 604 boys; at the West End, 541 men and 509 boys. The Broadview

Boys' Institute has a membership of 415 boys. It has lacked that permanence which unity with the Association will assure it. The University Association has a membership of 875 students. The building at Broadview, now used by the boys for their social and educational work, is crowded from top to bottom. The University building, as well as all the others, is shabby and entirely inadequate.

Young Men in Toronto There is probably no city in North America where there is a larger proportion of young men to the population. Besides those who are born here, thousands are attracted to Toronto by the great manufactories and large stores, as well as by the commercial and financial institutions. Many come as students in business colleges and in various secondary schools, besides the thou-



E. R. WOOD

Chairman Citizens' Committee

sands that are in the University. These young men are practically homeless, while they form an important element in the rapidly growing population of the city. The Associations have demonstrated their ability to reach and help them, in spite of the inadequate equipment. There is no city in North America of the same size as Toronto where the membership in the Young Men's Christian Association is as large.



HARRY RYRIE
Chairman Business Men's Committee

Buildings In Other Cities Montreal has recently raised sufficient money to provide a new building, thoroughly modern, for the Association there. McGill University has an adequate Association building. The City of Ottawa has erected and is now occupying a beautiful building, which cost \$250,000, all of which was raised in ten days. In Detroit the Association occupies a building which cost nearly \$750,000 (population 450,000), while in Dayton, Ohio, there is one that was erected at an expense of \$304,500 (population 120,000). At Los Angeles, California, the building cost \$520,000 (population 316,000). In Buffalo (population 415,000) the central building cost \$465,000, and there are several branches besides.

Similar Campaigns Elsewhere

Recent short term campaigns for raising money for the erection of Association buildings have been very successful—one in Boston resulting in securing \$514,000, while in the suburbs of Boston another half million was raised. The campaign in Buffalo, recently closed, brought \$290,000, with one gift of \$75,000, with which all floating and mortgage indebtedness was wiped out. In all of them one or two large initial gifts gave an impetus to the movement. In Chicago they have raised \$1,000,000 for the endow-



JOHN TURNBULL
Chairman Young Men's Committee

ment of the Association, and within three months the Association has been made the residuary legatee of a gentleman, and this will yield between six and seven hundred thousand dollars. Another citizen gave \$100,000 as a Christmas gift to the Association, and recently the Sears-Roebuck Company made a subscription of \$100,000 toward the building located near their factory.

Cleveland, Ohio, recently conducted a campaign for \$500,000 and secured \$548,000.

Toronto must make adequate provision for the work of the Association among its young men and boys. **THE WISDOM OF OUR APPROACHING THIS PROBLEM FROM THE STANDPOINT OF THE WHOLE CITY RATHER THAN SECTIONALLY IS APPARENT.**



S. J. MOORE

The Central Association The Central Association is located in the midst of an immense population, at least 155,000 people residing in the second, third and fourth wards, which are within this territory. In this section of the city are the boarding house districts, where young men are crowded together in great numbers.



WILLIAM GARSIDE

The new site which the Association has obtained on College Street will be as central to this district as the present location, and will have the advantage of being on a less noisy street. The new building will provide for dormitories for young men, class rooms for educational work, adequate quarters for the boys' work, a good system of baths, hall for religious meetings, social parlors, and amusement rooms, etc. The sum of \$300,000 has been assigned for this building.

The West End Association

The West End building will be located at the corner of College Street and Dovercourt Road. It will stand in the midst of its constituency of not less than 110,000 people. Its population is made up quite largely of mechanics and other working people, and the building will be adapted especially to their social and educational needs. The sum of \$150,000 has been assigned for this building.



THOMAS FINDLEY

The Broadview Work

The Broadview Branch (which will include the work of the Broadview Boys' Institute) will occupy the property owned by the Institute on Broadview Avenue, consisting of five acres, and there is a population of not less than 45,000 in that immediate territory. The churches of the East End are filled with young men who feel the need of Association work there keenly, and there is no athletic or other organization connected with any of the churches that is doing the same work that the Association will undertake there. The Boys' work will be further developed, especially in these directions in which it has already proved so successful.



NOEL MARSHALL

The University Association

The Massey Estate has made a provision for erecting the University Association building since the above named agreement was entered into. There are about 4,000 students in the field covered by this work. In spite of most inadequate equipment, splendid Bible Study work has been maintained in the University, 1,060 men are enrolled in Bible Classes in 106 groups, and associations exist and are aggressive in each of the Colleges.

In General The Young Men's Christian Association of Toronto is in a position to be an example to the entire Dominion of Canada. Being the largest city of Ontario, it should have the best developed Young Men's Christian Association. It is conspicuous at present among North American cities for the inadequacy of its equipment.



ALEXANDER LAIRD

There are three directions in which the Toronto Associations have been very strong:—

1. *In Their Religious Work.* Especially in the development of Bible Classes among men, and particularly among boys, the figures

for last year being:—

	Men	Boys
Central.....	317	475
West End	65	300
University.....	1,060

2. *In Athletic Work.* In spite of the great interest in athletics among young men generally, and of the fact that there are several strong athletic organizations in Toronto that are not controlled by Christian men, it is repeatedly asserted in the papers that the Young Men's Christian Associations control the athletic situation. A representative of the Irish-Canadians said: "that he regarded the Associations of Canada as the foundation of amateur athletics."

3. *In the Development of Boys' Work.* In the Central Association the Boys' Club has a separate building, which is packed with boys continually. At the West End the boys' membership is frequently larger than the senior. At present there are at the Central 28 groups of boys in Bible study, with an average weekly attend-



THOMAS BRADSHAW

ance of 176. At the West End, 390 boys are in Bible Classes. Instruction is given in life-saving, first aid to the injured, sexual hygiene, nature study, and all the boys of the city are offered an opportunity to learn to swim. Various leagues have been formed in athletics, and there is not a school in the city where the influence of the work is not felt among the boys. The Big Brother Movement has also been introduced, and our work is related to juvenile delinquents.



J. E. ATKINSON

The new buildings to be erected will accomplish the following:—

1. *Insure a Larger and More Stable Membership.* In all the buildings it should reach between 7,500 and 8,000, as compared with about 4,500 now.
2. *Enlarge the Educational Work.* The response made by young men and boys already shows the demand for it. The present time is opportune for the Association to push this work vigorously.

The North American Associations have nearly 50,000 students in classes. In such cities as Detroit and Dayton, trades classes are very successful. In Boston the Association conducts day and evening classes, and the educational work is organized on the University basis, with the following schools:—

Vocation Department, Grammar School, College Preparatory School, School of Business, School of Commerce and Finance, Polytechnic School, School of Electricity, Automobile School, Law School, Collegiate Department. The Toronto Association should have at least 2,000 students.

3. *Provide Dormitories for Young Men.* This will do two things:—
 - (1) Give the men better homes than is possible otherwise and keep them under good influences, and (2) insure a permanent income to the Association.

4. *It Will Make Permanent the Broadview Work.* The value of the unique work which is done at the Broadview Boys' Insti-

tute in training boys for their future places as citizens, by means of a junior commonwealth with its various sub-divisions, and by its playgrounds and model farms, as well as in its industrial classes, has been generally recognized. The Broadview trustees requested the Young Men's Christian Association to organize a branch in connection with that work, and our Board of Directors has agreed to do that.

The Broadview trustees have felt the two elements of weakness in it to be (1) a lack of provision for those young men who passed through the Institute as hoys, and (2) a lack of permanency.

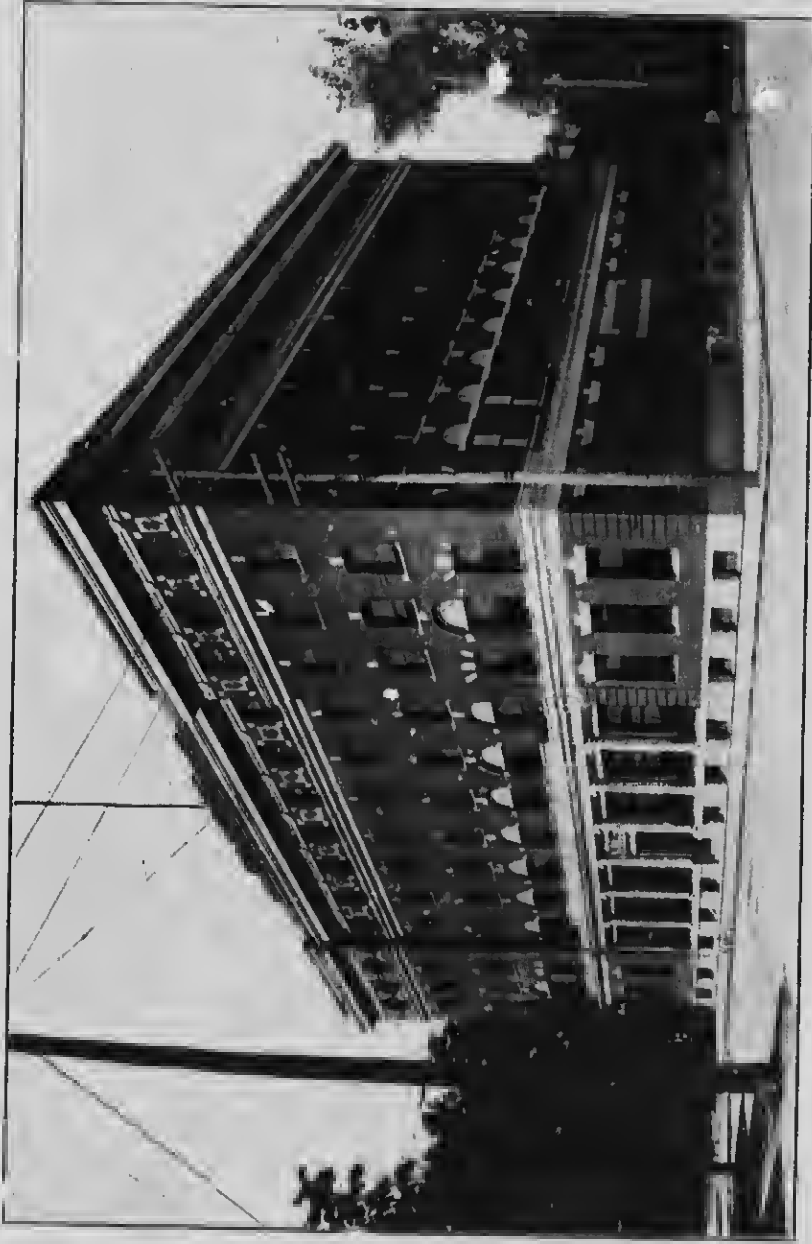


C. S. WARD

Both of these are removed by the present plan.

A Financier's Estimate

The real wealth of a country is in the qualities and faculties of its people. The material wealth is only the product of labor and skill. What is wanted is efficiency and the bringing up of a generation with sound bodies, good muscles, alert minds and adroit hands.—
Sir Edgar Speyer, at Canadian Club.



THE BUILDING AT OTTAWA



LOBBY IN THE OTTAWA BUILDING

You Men Whose Brothers Died in Their Youth

AND who set up windows, and tablets, and shafts to their memory, can do something **BIGGER** and **FINER**. You can build **LIVING** monuments—you can help some boy to the **"UP-WAY"** and do it in the name of that **"OTHER"** whom **NOW** you can only know when you sit at the loom of recollection and weave heart-aching pictures of the **"WHAT-MIGHT-HAVE-BEEN."** If he was the **RIGHT** sort of boy (that brother of yours) he would have preferred to have somebody **GLAD** that he came for **"A LITTLE WHILE"** than to have an elaborate memorial which can **BENEFIT** no one. It would have pleased him more if you picked out some deserving chap whose poverty and responsibilities cut him off from mental, and ethical, and physical strengthening, and gave **HIM** a part of **THE CHANCE** which would have been **HIS** lot. If there is any way by which he knows what is happening since he went on the **"LONG JOURNEY"** he'd be glad if his influence is working for **SOME-BODY'S** betterment. The **Y. M. C. A.** is trying to build a **"HELPING HAND"** so big that it can take hold of all the young men reaching out for **UPLIFT**. But it needs **MORE FUNDS**. Can't the memory of **"SOMEBODY"** send **YOUR** hand toward the check book?

You Men Who Were Country Boys

AND came here when Toronto was a sprawling, muggy, knock-kneed town, remember how hard it was to stand the nights. Hall bedrooms aren't very cheerful in the lamp glow. The city was still raw and its people matched. Books were hard to get, free libraries hadn't come along, newspapers cost a nickel instead of a peony, the few magazines in those days were usually out of your pocket reach. You wanted company—amusement, anything to break the awful loneliness and monotony. You came through safe, YOU had the moral, mental and physical strength to survive. Perhaps you met the right girl in time, but **THINK BACK** and recall some of the boys who were your friends then—**WHO GOT IN WRONG** and **WHO NEVER CAME OUT RIGHT**. What would it have meant for YOU in those days to have had a reading-room, a gymnasium, a swimming-pool, night education classes, lectures and talks by men who had travelled and who had achieved? What would it have meant to the boys who **DIDN'T** succeed, who **MIGHT** have been helped to **HELP THEMSELVES**—to keep clean minds and sound bodies? Boys are **STILL** coming from the country, **NIGHTS** must **STILL** be passed, **AMBITION IS STILL STRONG** in the big 'teens and little twenties. Don't you think that you ought to help dig the "safe thoroughfare?" The Y. M. C. A. has **OUT-GROWN ITS FINANCES**, just because it **HASN'T** out-grown its **USEFULNESS**. Those **INSIDE** its doors aren't one, two, three to the number **WAITING ON THE STEPS**. It needs money for Canadian manhood, to keep cleanliness in youth, to broaden brains and backs. It needs some of **YOUR** money—as much as you can afford to give. It needs it badly—**NOW**



1. Educational Class
2. Bible Study Class
3. Broadlew Building
4. Boys' Church Parade
5. Camp Couchiching
6. Boys at Manual Training
7. Gymnasium Class

You Men Who Have No Sons

CAN AVERAGE things a bit for the boys who have no **FATHERS**—for the sons of widows and of invalids—the little men with **BIG** family duties, dragged away from the school desk and the playground and set down in life's **BATTLEGROUND**. Their's is a cold, gray springtime with the **BURDENS OF MANHOOD** stooping the **SHOULDERS OF CHILDHOOD**. Many of them are children of gentlefolk, with the blind instinct for **BETTER** things and the inborn impulse to **ATTAIN** them. How many will be strong enough to **SURVIVE** their environment—to **KEEP** their heritage of breed—to **WITHSTAND** the pressure of lowering companionship—how long will it be before the merciless, brutalizing grind of creating profits to pay for **YOUR** luxuries shall deprive them of their fineness and their type—before the **CURRENT** proves **STRONGER** than the **SWIMMER**?

The Y. M. C. A. wants these boys in its classrooms and its gymnasiums—to give them a vista, to bring the traveler and the lecturer and instructor to them, to set them at the pulleys and the dumbbells, to strengthen their sinews, their morals and their minds.

It wants **EVERY** boy who **SHOULD** come to its doors. **BUT THE DOORS CAN'T OPEN AS WIDE AS ITS AMBITIONS**. Its **MISSION** is greater than its **RESOURCES**, its treasury is **EMPTY** and its application list is **FULL**. How many boys without fathers are **YOU** willing to father—how many widow's sons will **YOU** help? How many such educations will you furnish? Not only as a duty to God and to humanitarianism, but to **YOURSELF**—as a chance to set down a **CREDIT** entry on the ledgers of **CONSCIENCE**—to counterbalance **AT LEAST ONE DEBIT CHARGE THERE**.

Suppose You Came to Toronto

WITH your heart full of home-hunger and your mind fixed on the rainbow—a boy on the doorstep of maturity, unknown, unknowing; where would you go—what would you do—how would you pass your nights? What would it mean to join heart and brain and hope with a thousand other cadets of fortune—already in the moral leash—to avoid the white light mirages—to keep from the lures of the street? What would it mean to bring your tired body to a cozy room, or lose the day's weariness in a glorious plunge, and then, refreshed, attend an educational class or mingle with elders who regard their life-knowledge as a stewardship for the next generation? The Y. M. C. A. could do this for you—is doing it for thousands of boys who come to Toronto to win or lose their life-fight.

It is making them strong enough to succeed by keeping them from growing weak. It is raising the average of Toronto's citizenship—forming a yeast with which to ferment her to-morrow with betterment. Its work is a great work, but its funds are not great enough to carry it on. It must raise money—NOW!
MUCH—

The Boy Who Plays After Dark

DOESN'T "line 'em out" over the short stop's head or kick the pigskin to goal, he doesn't throw a fishing pole over his shoulder and go whistling down a country lane to the perch pond and the swimming hole—arc lamps light different games than sunshine. His playfellows aren't the sort with whom you'd like YOUR boys to roam—they know too much that should be foreign to them—the morbid banal phases of life from which you protect YOUR lads as you guard them from PHYSICAL infection. All day long his feet go stumbling over the office, store and factory treadmill. He is a pitiful HUMAN COG in the wheel that is turning his BOYHOOD'S PROMISE into your MANHOOD'S PROFIT. His TO-DAY belongs to you—don't take his TOMORROW with it. He doesn't know how many dreams are worth dreaming—how many hopes are worth the yearning. His muscles are flabby and his mind is shriveling from disuse. He is STARVED of exercise, books and ethics—all the helpings which the Y. M. C. A. could only extend ITSELF. No matter what latent seeds of ability are in him, or what basic physical strength he possesses, he is hopelessly handicapped if he is not taught how to USE and develop the natural resources which he owns.

The Y. M. C. A. isn't as big as the Y. M. C. A.'s USEFULNESS—not one-tenth big enough, NOT ONE HUNDRETH BIG ENOUGH—its ambition to extend is as great as its inability to expand. It can't give enough boys a chance because too many men who have had THEIR chance own BAD MEMORIES. How about you? How much can you give for the "boys who play after dark?" How much WILL you give? A month's cigar money may mean a career for some little fellow. Sit down and figure a bit. If you're rich, send in as much as you OUGHT to contribute—if you're not, as much as you can AFFORD to give.

You Men Who Employ Boys

IN your offices and stores and shops, want **THINKERS**, not **SHRINKERS**—**WORKERS**, not **SHIRKERS**. You'd rather have those who keep pace with your growth, who rise from the rudiments to be directing heads. Such men are worth **MOST** to you. Their scars of experience once acquired, do not have to be **DUPLICATED** in a string of successors, each of whom must make **SIMILAR** bulls and mistakes, **AT YOUR EXPENSE**.

But atrophied, anaemic frames do not generate **STAYING POWER**. Stunted, undeveloped minds are not capable of initiative. The man whose moral fiber has not been wrought and shaped is not to be trusted with the **FULLEST RESPONSIBILITIES**—morality is not an **INSTINCT**, but a product of **ENVIRONMENT**. Only the boy who possesses strength **WITHIN HIMSELF** can lend strength to your organization. While he is giving you his **YOUTH**, give him the opportunity to give you a broader, a more useful and a more profitable **MANHOOD**.

The Y. M. C. A. is adding the temper of character to thousands of young men who need its **GYMNASIUM** for their **BODIES**, its night **EDUCATIONAL CLASSES** for their **BRAINS**, and its **ETHICAL INFLUENCE** for their **CHARACTER UPLIFT**. The more men it can help, the better it can help the commerce of the city. But its growth has been so rapid that its present resources are now too small. It needs money to carry on its work. Help **YOURSELF** by helping the Y. M. C. A. to help some of **YOUR** boys.

To Whom We Appeal

TO FATHERS AND MOTHERS whose boys need a resort that will build up and not destroy their minds, muscle and morality.

TO MEN AND WOMEN whose altruistic spirit leads them to respond to appeals that have for their objective the best interests of our city.

TO EMPLOYERS who are interested in safeguarding their employees during their leisure hours and furnishing them opportunities for the promotion of their greater efficiency.

TO YOUNG MEN who by adding their moderate contributions will expedite the completion of the new building and the securing of privileges to which they are eagerly looking forward.

TO EVERY ONE who wants to see Toronto's present and future generation of boys and young men develop clean, manly, Christian characters.

Where Toronto Stands

	Population	Value of Buildings	Members	Percentage of Members to Population	Invested per Member	Invested per Capita of Population
Detroit.	450,000	\$636,000	1918	.42	\$341.00	1.40
Cleveland	423,000	200,000	4000	.94	50.00	.47
Buffalo.	415,000	515,000	4062	.97	130.00	1.24
Newark.	400,000	302,670	2624	.65	121.00	.75
Montreal.	400,000	320,000	2008	.05	160.00	.80
Milwaukee.	350,000	325,000	1009	.28	325.00	.93
*Toronto.	325,000	216,170	3739	1.19	55.00	.66
Los Angeles.	316,000	520,000	2979	.94	174.00	1.60
Minneapolis	300,000	165,000	1698	.56	98.00	.55

*Includes West End and Broadview Boys.

What the Table Means

The table on the opposite page shows that Toronto has invested in Association buildings a smaller percentage of money than any other Canadian or American city of a similar size, with the exception of Cleveland, where a successful campaign has just been closed, by which \$525,000 was secured for new buildings.

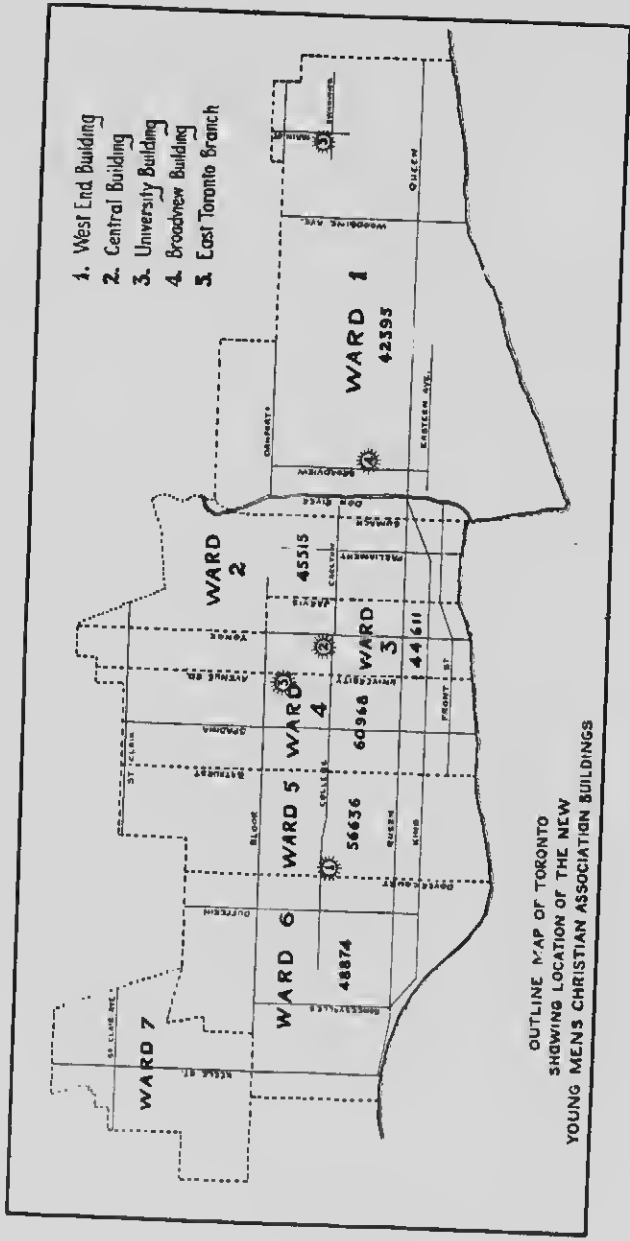
ARE YOU WILLING TO HAVE YOUR CITY AT THE BOTTOM ?

The table also shows that in spite of the inadequate equipment of the Central, West End and Broadview buildings, Toronto has a very much higher percentage of membership in proportion to the population than any other city of a similar size.

DOES NOT SUCH A RECORD DESERVE APPROVAL ?

Montreal has invested already 80c. per capita for their population and have recently raised \$320,000 for new buildings. Detroit and Los Angeles have invested \$1.40 and \$1.60 per capita of population, *against 66c. in Toronto.* The same two cities have invested \$341.00 and \$325.00 respectively for each member now helped, as against \$55.00 in Toronto.

WILL YOU HELP TO PUT TORONTO IN THE SAME CLASS WITH SIMILAR CITIES ?



Some Notable Gifts in One Year, 1909

Murdoch Bequest to Chicago.....	\$500,000
Unnamed Donor for Army and Navy Building, Newport, R.I.....	250,000
W. W. Smith to Poughkeepsie (additional to \$140,000).....	110,000
Victor F. Lawson to Chicago.....	100,000
A Chicago Family.....	70,000
Mrs. C. W. Tappan to Attleboro, Mass.....	60,000
James Lawther to Red Wing, Minn.....	50,000
C. M. Cooke to Honolulu.....	60,000
Three Friends to Boston.....	45,000
W. W. Cummer to Jacksonville, Fla. (additional).....	45,000
American Cotton Duck Co. to Manchester, N.H. (lot).....	35,000
Arthur S. Johnson to Boston.....	30,000
Frank A. Day and James E. Clark to Newton, Mass. (site).....	30,000
Charles H. Stearns to Worcester, Mass.....	30,000
W. Murray Crane and Family to Dalton, Mass.....	30,000
W. A. Wieboldt to Chicago (additional).....	30,000
John T. Manson to New Haven, Conn.....	25,000
Pierce N. Welch to New Haven, Conn.....	25,000
Jacob P. Bates to Boston.....	25,000
Amoskeag Manufacturing Co. to Manchester, N.H.....	25,000
Henry Birks & Sons to Montreal.....	25,000
C. C. Cuyler to New York City.....	25,000
G. W. Dulaney to Hannibal, Mo.....	22,000
Cleveland Cliffs Iron Co. to Ishpeming, Mich.....	20,000
A Lady to Cambridge, Mass.....	20,000
Eugene N. Foss to Boston.....	20,000
D. K. Pearsons to Chicago.....	20,000
Charles O. Livingston to Jacksonville, Fla. (additional).....	17,500
E. J. Barney to Dayton, Ohio.....	16,000
Mr. and Mrs. John H. Winters to Dayton, Ohio.....	15,000
B. J. Warner to East Dist. Br. Brooklyn.....	15,000
A Friend to Chicago.....	15,000
Mr. and Mrs. O. M. Olesen to Fort Dodge, Iowa.....	12,000
James H. Richardson to McPherson, Kan. (endowment).....	12,000
W. D. Chamberlain to Dayton, Ohio.....	10,000
Robert Redford to Montreal.....	10,000
Misses C. L. and A. H. Borden to Fall River, Mass.....	10,000
D. Lorne McGibbon to Montreal.....	10,000
H. P. Baldwin to Honolulu.....	10,000
Mrs. J. M. Atherton to Honolulu.....	10,000
J. F. Hackfeld to Honolulu.....	10,000
Isenberg Family to Honolulu.....	10,000
Two Brothers to Honolulu.....	10,000
Mark Ramsay to Belvidere, Ill.....	10,000
John S. Kennedy to New York City.....	10,000
Edward Canby to Dayton, Ohio.....	10,000
Edwin Stone to Brooklyn.....	10,000
Mrs. Harriet S. Keep to Chicago.....	10,000
James A. Patten to Chicago.....	10,000
A Friend to Chicago.....	10,000
R. W. Sears to Oak Park, Ill. (lot).....	10,000
Moses Richardson to Boston.....	10,000
George P. Wetmore to Newport, R.I.....	10,000
Punxsutawney Iron Co. to Punxsutawney, Pa.....	10,000
B. H. Barnett to Jacksonville, Fla.....	10,000
W. G. Mather to Ishpeming, Mich.....	10,000
C. E. Schoelkopf Estate to Kansas City.....	10,000
Edward Johnson to Boston.....	10,000
Wolcott H. Johnson to Boston.....	10,000
Cumberland Telephone and Telegraph Co. to Nashville.....	10,000
Melville Woodbury to Beverly, Mass.....	10,000

What of the Future?

The Building Fund Executive Committee

G. H. WOOD, Chairman.

E. R. WOOD,	WILLIAM GARSIDE,
THOMAS BRADSHAW,	HARRY RYRIE,
S. J. MOORE,	THOMAS FINDLEY,
ALEXANDER LAIRD,	NOEL MARSHALL,
JOHN TURNBULL,	J. E. ATKINSON.

This Committee will approve the plans for the various buildings after completing a careful study of the best models in North America. It is the expectation that when the Fund is completed the buildings will be free from debt.

Organization for the Campaign

CITIZENS' COMMITTEE : 100 Leading Citizens,
E. R. WOOD, Chairman.

BUSINESS MEN'S COMMITTEE : 100 Business Men,
HARRY RYRIE, Chairman.

YOUNG MEN'S COMMITTEE : 100 Younger Business Men,
JOHN TURNBULL, Chairman.

Study the Map on page 22 for Locations

A GREAT CIVIC MOVEMENT!

Campaign Headquarters :

Sixth Floor, Lumsden Building

Tel. Main **600,000!**

BROWN-SEALE PRINTING CO.
TORONTO

