



# CENTENNIAL BEAT

JULY 2012

## The History of the Rotary VOICE

Dear Readers,

*This is the sixth issue of the Centennial Beat, a publication recounting themes and achievements as our Club celebrates its Centennial Year beginning July 1, 2012.*

*From its simple beginnings in January 1918, the Rotary VOICE started out as a bi-weekly, four-page publication and in March 1919 it changed format and became a weekly newsletter. It has evolved into a team effort and now is produced by an editorial team of members using up-to-date technology to produce and distribute this exceptional publication. It is circulated using social media tools as well as the printed format. Our newsletter is produced every week with the VOICE Extra on alternate weeks. It is a communications tool of which our Club and members are very proud because it certainly tells our Club's story!*

*Enjoy.  
Valerie Clarke*

### The Birth of the Rotary VOICE

The first official luncheon meeting of The Rotary Club of Toronto was held on December 10, 1912 at McConkey's Restaurant at 29 King Street West where a luncheon ticket was 60 cents. At the time, a luncheon at Toronto's leading hotel would have cost \$2.50.

During the next three years, meetings featured members' Classification Talks. The member featured would use his own business stationery to inform the members. With the appointment of President George Brigden, of Brigden's Limited – Artists, Engravers and Printers in 1917, a change to printed announcements was achieved.

The Rotary Club of Toronto's VOICE was officially born on January 15, 1918 with the first issue being produced for the meeting of January 18, 1918.

### VOICE Reports on RI Conventions

During the early years of the Rotary VOICE, The Rotary Club of Toronto was proud to host its first Rotary International (RI) Convention in the City of Toronto in 1924. These International Conventions of Rotarians from all over the world can be attended by upwards of 24,000 Rotarians. Our Club has hosted this extremely large gathering on four occasions: 1924, 1942, 1964 and 1983. And we have been awarded the 2018 Convention! These conventions contribute significant financial benefit to the City of Toronto and its business community. Early accounts of this important event were recorded in the VOICE, some of which appeared in the following format.



first Rotary VOICE Jan 15, 1918

### First Voice Obligations Jan 15, 1918

#### OBLIGATIONS

To be a regular attendant at all meetings.  
To pay all dues promptly.  
To do your part whenever called upon.  
To volunteer, if you're not called upon.  
To be a big-hearted, broad-minded man—a man of energy and action—a real man—a Rotarian.

### Completing the Convention Organization Jan. 8, 1924

**I**N the past four weeks the Chairmen of the seventeen Auxiliary Committees of the Host Club have been selecting the men whom they wish to assist them in connection with the Convention activities. While upwards of seventy-five per cent. of the Club membership have already been assigned to some Convention Committee there are still a large number who are for the present being held in reserve.

### Final Convention News June 17, 1942

The 17 convention committees are all doing a swell job as they are getting set for the drive down the home stretch—that's what Sid McMichael says.

The PAID convention registration will be between seven and eight thousand—that's what Howard Feighner, the silver-haired oracle from Chicago, says.

Every indication is that the newspapers and radio stations of Toronto are going to be very generous in publicizing the convention so that the people of Toronto will learn something about Rotary and about this great wartime "Congress of Nations" which will be attended by Rotarians and members of their families from more than a score of countries.

### Toronto Number Three July 2, 1964

In 1924, 9,187 people met in Toronto, Ontario, Canada for Rotary's 15th annual convention. In 1942, 6,671 people met there for Rotary's 33rd. And now again Rotarians of the world have just met in that same city (whose name means "meeting place of friends") for Rotary's 55th. It was a fine and exciting event. And it was especially important in terms of legislation and elections. The whole story unfolds before you in some colorful reporting in THE ROTARIAN for August. And how many attended? See your magazine for August.

# CENTENNIAL BEAT

## The Four-Way Test

Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?



**nemo**  
**GIRDLES**

Help prevent  
fatigue for  
busy women.

Sold exclusively in Toronto by  
**T. EATON CO. LIMITED**

From The Rotary VOICE, August 6, 1924

## MOVING FORWARD

How will you get involved?  
2012-2013

### Sign Up

Join the VOICE editorial team!  
Contact: [sgeist@rogers.com](mailto:sgeist@rogers.com)  
Submit your news, articles and photos!  
Send to:  
[voice@abacusconsultingservices.ca](mailto:voice@abacusconsultingservices.ca)

For current & past issues of  
The Rotary VOICE

go to: [www.rotarytoronto.com](http://www.rotarytoronto.com)

## Reinforcing Rotary Values

In 1932, Rotarian Herbert J. Taylor created The Four-Way Test, a code of ethics adopted by Rotary International 11 years after its inception. Rotarians adopt these core values in conducting business as well as applying them in the process of daily living. We are guided by these strong core values that are reinforced in the weekly publication of our VOICE newsletter. This test, which has been translated into more than 100 languages, has never ceased to be relevant. Its four brief questions are not based on culture or religion. Instead, they are a simple checklist for ethical behaviour. They transcend generations and national borders. The regular appearance of the Four-Way Test in our VOICE newsletter today reinforces this simple philosophy by which we all live.

## Recording Our Club's History

The VOICE has acted as a vehicle to inform and interest members throughout its 94 years of history. The creativity of our members in their writing for the VOICE has provided an invaluable chronological account of the Club and its achievements, the interesting history of many of our activities and traditions, as well as the magical interaction between our members.

## On the Lighter Side

The VOICE has provided a forum for our members to advertise their business, service or agency. Over time, the ads have not only reflected the marketing techniques of yesteryear, but in some instances they have also provided exceptional comic relief. A few particularly amusing samples of ads as they appeared in the earlier years of VOICE are reprinted on this page. Pay particular attention to the humorous tag lines used in an effort to set them apart from the competition that prevailed at the time.

**Trusses—Crutches**  
Elastic Hosiery for Varicose Veins and Mechanical  
Helps for All Afflictions.  
**AUTHORS & COX, Limited**  
Thos. J. LeCras, Manager and Expert Fitter  
135 Church St., Toronto. Phone Main 2267

From The Rotary VOICE, Jan. 29, 1924

**Corson's Charcoal Tooth Paste**  
WILL WHITEN YOUR TEETH  
Brush Teeth with Rotary Motion  
Night and Morning  
SOLD AT ALL GOOD DRUG STORES

From The Rotary VOICE, March 18, 1919



**WHITE ROSE**  
**GASOLINE**

That snappy, all-year-around gasoline which  
provides real, anti-knock performance

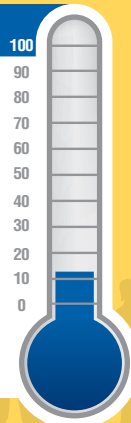
AT CANADIAN OIL COMPANIES, LIMITED  
SERVICE STATIONS AND DEALERS  
and don't forget En-ar-go Motor Oil

From The Rotary VOICE, June 5, 1935

100  
4  
100

## CENTENNIAL MEMBERSHIP GOAL

In the earlier days of The Rotary Club of Toronto the Membership Classification system was very strongly enforced. However, as the world's economic and social culture shifted, Rotary changed its policies to remain a relevant and vibrant entity; the Membership Classification system also evolved to embrace diversity and inclusiveness. Today Rotary welcomes all who are of a similar mindset and who wish to make the world a better place through service to humanity. New members join through a simple process based on personal contact and solicitation. With the Club's incredible track record of accomplishments and a strong membership we can continue to make a difference for the next 100. Our successors will be as proud as we are of our Club's enviable record.



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