

## OFFICIAL NOTICE:

# MEMBERSHIP DEVELOPMENT PROGRAM

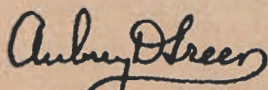
To All Club Officers:

THE PHILOSOPHY OF Lionism was born in 1917 because of an idea . . . The idea of unselfish community and humanitarian service. The idea quickly spread to communities, towns and cities, across the boundaries of countries, and traversed oceans. It blanketed the free world. Last year alone 655,000 Lions in 16,500 clubs reported more than 340,000 different service projects in 121 areas of the world. All of this has been accomplished because of an idea.

Sometime ago, someone brought this idea to your community. You were invited to believe it, to act upon it, and to become an active part of it. Because of it, your Club has accomplished many things for your community and for mankind. But what is planned for the future? How can you help this idea continue to grow in your community?

To help advance this philosophy of service through Lionism, and with the approval of the International Board of Directors, I hereby proclaim the month of October, 1963, to be set aside for our FORTY-SIXTH ANNUAL MEMBERSHIP DEVELOPMENT PROGRAM.

In the weeks ahead, I ask that you exert effective leadership in working with your membership committee to see that each member understands the purposes, objectives, and goals which made Lionism the largest service organization of its type in the history of man. Then, during October, let each member share the satisfactions of Lionism with his neighbors, friends, and business associates by inviting them to join your Club. Select new members carefully. Choose only those who believe in the principles of Lionism and its service philosophy, who will cooperate in service projects and who will add strength to your Club in the future.



**AUBREY D. GREEN**  
President, Lions International

## Camping Trip for Boys Proves Real Treat

Each year Pinardville, N.H. Lions sponsor a trip to the White Mountains for the "Honor Patrol" of Boy Scout troop 102. This is an all-expense-paid trip during which time the boys and their scout masters spend a weekend camping and hiking in the nearby mountains.

"We are very pleased with the result of this Honor Patrol," reports a club member, "because we have been told that this trip was the direct cause of having six boys invested as Eagle Scouts this year. The competition within the troop has been so keen that the boys made all-out efforts to be the ones eligible to go on the trip this year."

This is the third year that the club has sponsored the camping trip.

## TV Auction Success To Tune of \$1,500

Nearly \$1,500 was raised when the South Joplin, Mo., Lions held their annual "TV Auction" earlier this year. Sixty articles of merchandise, donated by Joplin business firms, were auctioned during the three-hour event.

Auction items are displayed in a central downtown location ten days prior to the auction. Bids on particular items may be submitted by mail anytime up to the date of the auction. The bidding starts with the highest mail bid—viewers submit subsequent bids by telephone. Each item is on camera for about two minutes, during which time phone bids are taken. The highest bidder at the end of this period receives the article, which he claims the following day.

KODE-TV station personalities conduct the auction; members of the Lions club man the telephones. The project has proved a reliable fund-raiser as well as a popular program with viewers. Proceeds are used to purchase glasses for needy children, to help finance the Lions eye tissue program, and to support other youth programs.

## Small Club Constructs Boy Scout Center

Grandfalls, Texas Lions, a club of only 16 members, has long sponsored Boy Scout troops. Last year they began construction of a Scout building in the city park. The foundation was built and tile walls were constructed. All was progressing well until a strong Texas wind blew down sections of the walls. The Lions had to begin the project anew.

Since September of last year, Grandfalls Lions, directed by H. E. Jenkins and Construction Chief Harold Ward, have reconstructed the walls, placed a roof on the hall and decorated the interior. To accomplish all this, the Lions have sold razor blades, solicited donations, gathered and sold scrap iron, and sponsored a pancake supper.



# BE A CLUB BUILDER

**OFFER** service-minded men the opportunity to serve with you in your Lions Club.

SERVICE • LIONISM • FRIENDSHIP  
BUILD YOUR CLUB

During the Lions International 46th Anniversary  
Membership Development Program in October

**SPONSOR 1** member in October and receive a smart certificate — suitable for framing.

**SPONSOR 2** or more members in October and receive a clutch-back pin for tie or lapel.



## BE A CLUB BUILDER

• New Members • Transfer Members • Reinstated Members

YOUR CLUB SECRETARY HAS THE AWARD REQUEST FORM

**ALSO** ► Each New Member who remains a year and a day counts toward your next **Membership Key**.

See Your Club Secretary For Full Information

**BUILD YOUR CLUB • ENLIST NEW MEMBERS NOW!**