

Official Notice:



membership development program

Dear Lion President:

During the year of our Golden Anniversary, you as the leader of your Club, will have an unusual opportunity to look ahead to your Club's future even though great emphasis will be placed on celebrating our Golden Anniversary.

It has been true for almost 50 years that only by increasing your club's membership with qualified men can you insure that in the years to come you will continue to have able, capable Lions to guide your club, to serve as chairmen of the committees and to carry the work load of service activities.

Lionism has grown to become the largest Association of its kind because in addition to fine fellowship and friendships, each club also offers its members a wide area of service through participation in the club's activities. Yet, even though some men in your community would like to add their ideas, enthusiasm and energy as members taking an active part in your activities, they are unable to do so because no one has asked them to join.

You and I, serving during the momentous Golden Anniversary year of Lions International have a great responsibility. Not only must we address ourselves diligently to the many exciting events in store for us but we must equally diligently look toward the future.

Therefore, I proclaim the month of October as

ANNIVERSARY MEMBERSHIP DEVELOPMENT MONTH.

Knowing there are many fine men in your community who could become dedicated Lions if someone would extend an invitation to them, I urge you during October, as well as throughout the year, to ask the members of your club to seek qualified men to join Lionism, thereby becoming a part of the World's largest humanitarian organization.

Let's work together to make our year the greatest!

Edward M. Lindsey

EDWARD M. LINDSEY
President, LIONS INTERNATIONAL

SET A NEW COURSE AHEAD!

Serve your club
in a different way
by Sponsoring a
New Member in

OCTOBER

ANNIVERSARY MEMBERSHIP DEVELOPMENT MONTH

- Sponsoring one member that month entitles you to the pin shown above
- Sponsor two or more members in October and you also receive a handsome certificate



If the club adds
5-7 members the
President, Membership Chairman,
and Secretary each will
receive Achievement Medal Award



If the club adds 8 or more
Members in October the President
and Membership Chairman receive
Melvin Jones Medallion
instead of the medal award

● CHART YOUR COURSE TODAY

**ASK YOUR CLUB SECRETARY
FOR COMPLETE DETAILS**