



A Message from
W. R. BRYAN
President, Lions International

Dear Lion President:

MEMBERSHIP—The key that opens the door to **COMMUNITY SERVICE!** **OCTOBER** is **MEMBERSHIP DEVELOPMENT MONTH**—The month when individual Lions around the world are given the *extra* opportunity to share their love for Lionism with another man. The need for increased membership is greater today than ever before. Every community in which a Lions Club exists is a growing community. With that growth comes the increasing need for service to our fellow man. It follows logically that if a Lions Club is to meet these increased needs, it must develop its membership.

BUILD FOR TOMORROW! Build a stronger Lions Club—select quality candidates—invite them to become a member of the world's largest service organization. Remember, our organization—your club—is growing older. We need younger men with new ideas. We need the practical experience of older men. We need men of all ages—men who are ready to accept the responsibilities of service in a Lions Club if we will but give them the opportunity.

PLAN NOW FOR A SUCCESSFUL PROGRAM! Give every Lion in your club the membership development plan for October. Solicit his support and involve him in the plan.

UNITE MANKIND IN LIONISM! Unity begins at home in our individual communities. Increased membership can help you achieve that unity and can bring more opportunities to serve your community. And think, Lion President, the impact that almost a million Lions around the world *can* make if we will only accept the challenge!

AGAIN, OPEN THE DOOR! Build your membership! Strengthen your club for the added service responsibilities in your community.

Sincerely yours,

A handwritten signature in cursive script that reads "WRBryan".

W. R. BRYAN
President, Lions International

**KEEP LIONS INTERNATIONAL STRONG BY SHARING THE
PRIVILEGE OF MEMBERSHIP WITH OTHERS**

**Remember membership in Lionism is by invitation only,
therefore it is up to each Lion to invite a prospective member**

OCTOBER MEMBERSHIP DEVELOPMENT PROGRAM

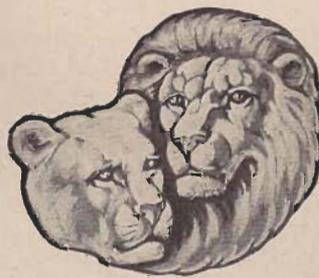


UNITE MEN OF ALL AGES THROUGH LIONISM

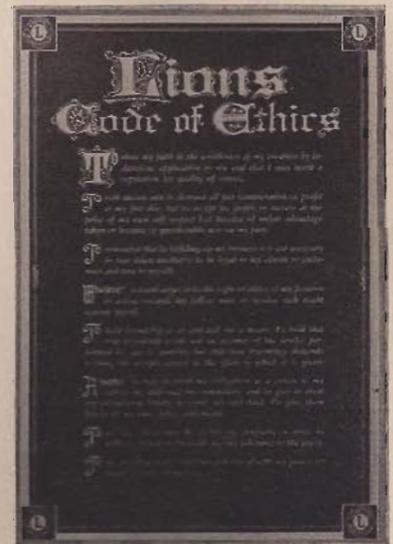
These awards must be requested by your Club Secretary



Each Lion who sponsors one or more new members during the month of October is entitled to receive this handsome clutch-pin bearing the profile of our Founder, Melvin Jones.



In addition to the pin to be awarded to each sponsor for his own use, the above pin will also be awarded to each sponsor in order that his wife might also be recognized for her part in encouraging her husband's Lionistic activities.



The President, Membership Chairman and Secretary are each entitled to receive the Lions Code of Ethics printed on metallic paper and encased in plastic if their club adds five or more new, transfer or reinstated members during October.

YOUTH + EXPERIENCE = SUCCESS