

A Message From  
Joseph M. McLoughlin  
President  
International Association  
of Lions Clubs

Dear Fellow Lion:

Your Lions Club's ability to meet community needs is strengthened each time a man is inducted into your club. I'm sure you realize this, and I'm equally certain you feel more satisfaction when you are that new Lion's sponsor. Whenever another man dons our lapel pin it means one more person who will care for people through Lionism and, thereby, support my Presidential Theme—LIONISM: PEOPLE CARING FOR PEOPLE.

This growth is largely dependent on our annual October Anniversary Membership Development Program. Participate in this program by inviting into your club men who will gladly give of themselves in community service and in helping less fortunate people.

You are critical to the success of this program. Ask potential Lions to join your club and see more PEOPLE CARING FOR PEOPLE.

Sincerely,

Joseph M. McLoughlin  
President  
International Association  
of Lions Clubs

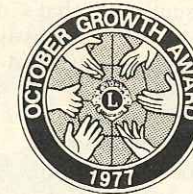


# 1977 October Anniversary Membership Development Program

## Club Secretary -Important

Award request forms must reach Lions International Headquarters no later than February 1, 1978. Mail your request form early because Lions International reserves the right to substitute awards at any time.

**These awards  
must be requested  
by your club  
secretary**



Each Lion who sponsors one or more new members during October is entitled to receive this handsome clutch pin.



The President, Membership Chairman and Secretary are each entitled to receive the above Achievement Medal, if their club adds five or more new, transfer or reinstated members during October.



Any club reporting ten or more added members (new, transfer or reinstated) during October will be eligible to receive the Golden Melvin Jones Medallion.