

The toughest decision in business?

(John Hancock makes it easier for you.)

Illness or injury puts one of your key executives out of action. You hope he'll be able to come back. But if he can't return within a reasonable time, you'll be forced to replace him. How long do you keep him on the payroll?

With John Hancock's Keyman Salary Continuation insurance to help, you never have to face this decision. John Hancock can help you provide a guaranteed income for a definite period with outstanding tax advantages. You have a fixed, budgetable, deductible expense instead of an indefinite legal and moral obligation. For a custom-tailored proposal for your key men, mail this coupon.



John Hancock Mutual Life Insurance Co.
Salary Continuation Plans, B-21
200 Berkeley Street, Boston, Mass. 02117

Please send me a salary continuation proposal for the following key employees:

Age Occupation

- A. _____
B. _____
C. _____

Income Required

- A. \$ _____ a month for _____ months
B. \$ _____ a month for _____ months
C. \$ _____ a month for _____ months

Name _____
Company _____
Address _____
Title _____
City _____
State _____ Zip Code _____

L-3

OFFICIAL NOTICE:

MEMBERSHIP DEVELOPMENT PROGRAM

To All Club Officers:

Over the years your club has been a valuable friend to your community. The members have given their time and resources to aid persons in need without expecting compensation in return. Each club member has received a satisfaction of service, made lifetime friendships with fellow members, and has had the pride of belonging to the largest service organization of its type in the world.

Like any winning team, your club must continuously scout for new talent. Men who pass away must be replaced. Members move from the community to join other clubs, and those who are dropped from the club return to the minor league because they did not show the necessary interest for service. These must also be replaced by new, active members. In addition, your club should continually grow in new areas of service each year. New members are needed who have fresh ideas and enthusiasm; men who can add their time and talent to your club's service work. As new members, these men will give your club added service potential and will become the leaders of your club in future years.

Right now there are men in your area who are service-minded and would like to serve with you. They carry no banners describing their desire to serve or listing their talents and ideas. They must be scouted by your members, checked by your Membership Committee and Board of Directors before they can be invited to join. Your club must take the initiative—but the effort will certainly be worthwhile in the months and years to come.

To encourage each club in the Association to find new members, I hereby proclaim the month of October to be Anniversary Membership Development Month honoring the founding of Lionism 47 years ago. Start to make your plans so that this will be your club's most successful membership program. Please note that any awards earned by your club must be requested by your club Secretary no later than February 1, 1965.

Remember—each Lion serves his community best when he shares Lionism with others. Help to strengthen your club's future by encouraging each member to invite service-minded men to join your club during October.

Claude M. DeVors

Claude M. DeVors
President, Lions International

HOW WELL DO YOU SERVE?



Why not offer membership in your club to service-minded men in your community?

The Anniversary Membership Development Program offers an award for sponsoring new members during **OCTOBER**.



- Sponsoring *one* member entitles you to the pin shown above.
- Sponsor *two or more* members and you also receive a handsome certificate.

ASK YOUR CLUB SECRETARY FOR COMPLETE DETAILS