



mid-century anniversary membership development program

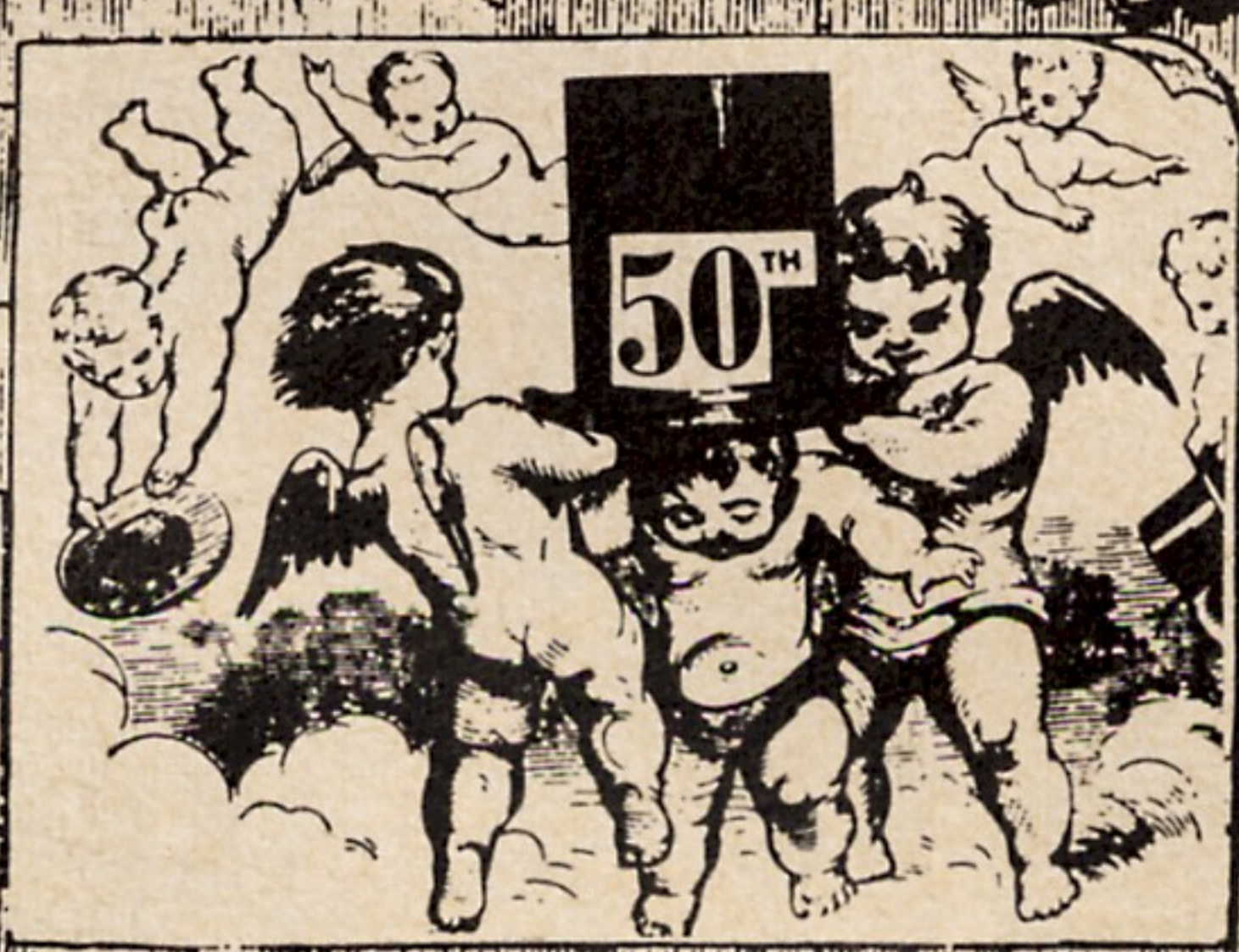
IN MY CAPACITY as President of Lions International I hereby proclaim the month of October 1967 as the period in which the International Association of Lions Clubs will observe the MID-CENTURY ANNIVERSARY MEMBERSHIP DEVELOPMENT PROGRAM. As a forward looking organization, the most important phase of this program is the strengthening of our membership. Already more than 800,000 alert and active men all over the free world are members of Lions International. With this growth there accompanies an ever increasing amount of humanitarian service throughout the world.

In every community where a Lions club now functions there are scores of eligible men waiting only your invitation to share in our program of service to mankind. October is the beginning of a most active period for most clubs. New members added at this time will strengthen the club in man power and new ideas.

Dedicate the month of October to membership development. Introduce a friend, neighbor, or business associate to the wonderful world of Lionism. All membership committees should survey their communities for business, professional, and industrial leaders who are eligible for membership. Since membership in a Lions club is by invitation only, it is a high privilege to be able to extend an invitation to a friend or associate to join. In doing so you not only honor them, but you strengthen your club as well. Quantity of membership is not our primary goal; quality is more important. Be sure that you recommend to the membership committee only those who give promise of strong, permanent, and active affiliation. The world wide growth and influence of our Association depends upon the continuing growth of every club in it. The MID-CENTURY OCTOBER MEMBERSHIP DEVELOPMENT PROGRAM is a challenge to every Lion member in our Association.

A handwritten signature in black ink, appearing to read "Jorge Bird".

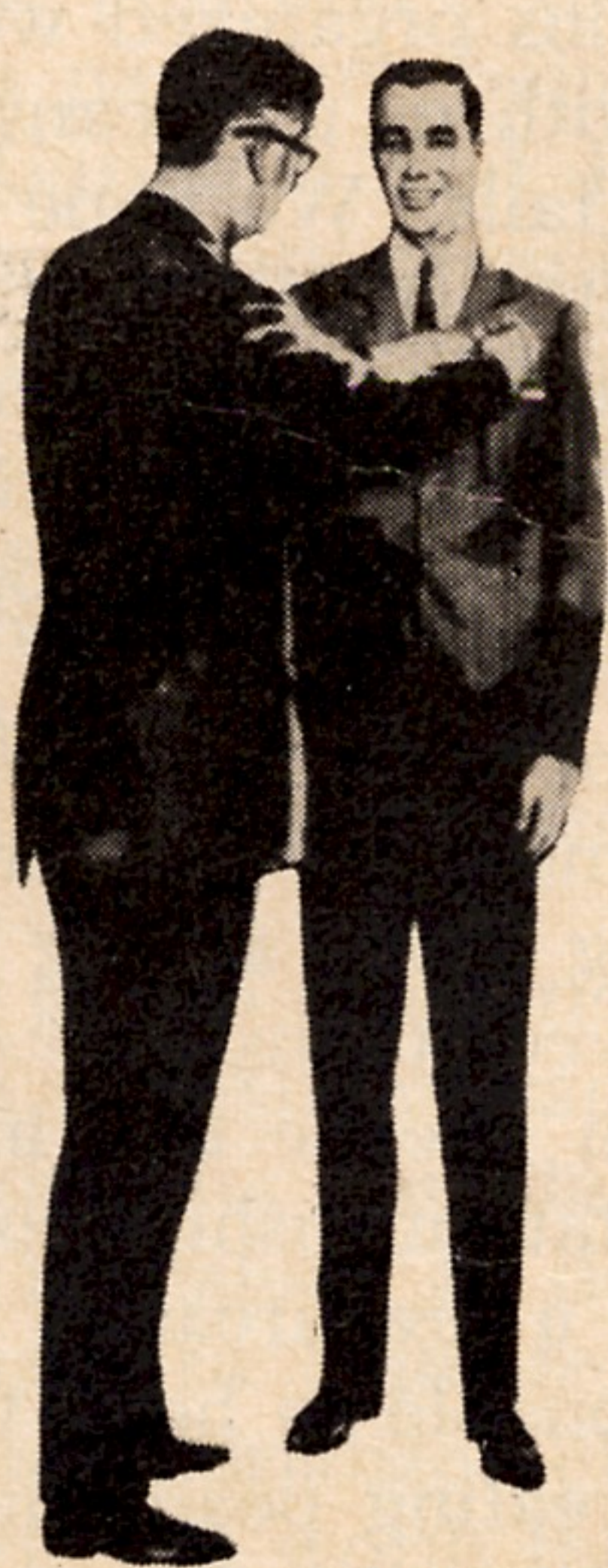
JORGE BIRD
President, LIONS INTERNATIONAL



Participate Fully
During The
Jubilee Year
Of Lionism

Sponsor A New
"Golden Anniversary"
Member
Today

See Your Membership
Committee For Details



GOLDEN
ANNIVERSARY



We're seeking qualified men who are interested in Community Betterment and desire to be of Service to Mankind.

**Sponsor A New
"Golden Anniversary"
Member
in your Lions Club
TODAY!**