

Lions International

Cable Address "LIONSINTL"

OFFICERS

PRESIDENT

JOHN L. STICKLEY
1615 East Boulevard
Charlotte, North Carolina

IMMEDIATE PAST PRESIDENT

HUMBERTO VALENZUELA G.
Casilla 1610
Santiago, Chile, S.A.

FIRST VICE-PRESIDENT

EDWARD G. BARRY
Arkansas Power and Light Co.
Little Rock, Arkansas

SECOND VICE-PRESIDENT

DUDLEY L. SIMMS
710 Lee Street
Charleston 1, West Virginia

THIRD VICE-PRESIDENT

CLARENCE I. STURM
Manawa, Wisconsin

DIRECTOR-GENERAL

R. ROY KEATON
Chicago, Illinois

SECRETARY-GENERAL

MELVIN JONES
Chicago, Illinois

TREASURER

WILBURN L. WILSON
Chicago, Illinois

SECRETARY

WILLIAM R. BIRD
Chicago, Illinois

DIRECTORS

RALPH O. DECKARD
Bloomington, Indiana

WILLIAM GARNER
Barrie, Ontario, Canada

HERBERT HARSHAGEN
Uppsala, Sweden

A. L. HAWN
Eugene, Oregon

FRANK J. HORTY
Wilmington, Delaware

DR. CLYDE MARTYN
Los Angeles, California

MARIANO ROCA GUTIERREZ
Santiago, Oriente, Cuba

DR. MANUEL A. RUEDA VARGAS
Bogota, Colombia, S.A.

GEORGE L. SEAMAN
Jacksonville, Florida

LeVAR W. THATCHER
Salt Lake City, Utah

WARREN O. WATSON
Baton Rouge, Louisiana

G. FRED WORSHAM
Charleston, South Carolina

ERNESTO ZACHRISSON A.
Guatemala, Guatemala, C.A.

JOE E. CHILDERS
Abilene, Texas

CONRAD A. FALVELLO
Hazleton, Pennsylvania

B. A. (BARNEY) FULLER
Centerville, Iowa

MERTON J. GRIBBIN
Augusta, Maine

H. AGUSTIN REED
Gómez Palacio Dgo., Mexico

CARL P. RODOLPH
Clovis, New Mexico

GORDON F. RUBLE
Pearisburg, Virginia

JAMES L. SNYDER
Chicago, Illinois

WALTER G. WILSON
St. Ignace, Michigan

(Ex Officio)

FRANK T. BUCKLEY
Derry, New Hampshire

FEDERICO HANDS
Maracaibo, Venezuela, S. A.

FISCAL YEAR 1956-1957

209 NORTH MICHIGAN AVENUE
CHICAGO 1, ILLINOIS • ANDOVER 3-2500



WE SERVE

Dear Fellow Lion:

It is great to be a Lion -- that is a statement that over a half million service-minded men throughout the world can proudly make. But it is still more significant and a greater honor to be able to say -- it's great to be a Charter Member, a founder member of a Lions Club. We have sent the Secretary of your Lions Club a Membership Certificate to be presented to you at an early meeting. May we recommend that you preserve it by having it framed and hung in your office or home?

Your Club will present you with your official lapel button, which we urge you to wear at all times; a membership card which should be carried for identification; a copy of the club's membership roster to enable you to become acquainted with the other members, and a copy of the club's constitution so that you may be well informed as to how your club operates.

Each month you will receive THE LION, official publication of the Association. It is a magazine filled with interesting stories and accounts of the altruistic deeds carried out in the name of Lionism.

Enclosed find a Lions emblem transfer or decal for your car or to be used in any other way you desire. A concise information pamphlet also is enclosed, which should answer some of the questions you may have as to the size, scope and purposes of Lions International. We call your special attention to the Lions Code of Ethics, written for the individual Lion and the Lions Club Objects, for the club as a whole.

We are glad to welcome you into our great Association, and cordially invite you to visit as many Lions clubs as you can. Although this letter is multigraphed, we want you to know that it is as personal and as cordial as if it had been typed personally and dispatched by special messenger. Lions International is by far the fastest growing service club organization in the world. It is also by far the largest and most active. Although Lionism is large and world-wide in scope, it is noted for its personal attention to its individual members. Whenever you are in the vicinity of your International Office, 209 North Michigan Avenue, Chicago, Illinois, we hope you will find time to come in.

Cordially yours,

R. Roy Keaton

RRK:ej
Encl.

Director-General
LIONS INTERNATIONAL

concise information

ABOUT THE INTERNATIONAL ASSOCIATION OF LIONS CLUBS

as of March 31, 1957—More than

- **560,000 MEMBERS and**
- **13,125 CLUBS**
- **IN SEVENTY-EIGHT
COUNTRIES
GEOGRAPHICAL
LOCATIONS ON SIX
CONTINENTS**
- **170,230 ACTIVITIES IN
12 MONTHS**

By far the World's Largest,
most Active and most Rep-
resentative Service Club
Organization.



OFFICERS

PRESIDENT, LIONS INTERNATIONAL—
John L. Stickley, 1615 East Boulevard, Charlotte, North Carolina
IMMEDIATE PAST PRESIDENT—Humberto Valenzuela G., Casilla 1610, Santiago, Chile, S. A.
FIRST VICE-PRESIDENT—Edward G. Barry, Arkansas Power and Light Co., Little Rock, Arkansas
SECOND VICE-PRESIDENT—Dudley L. Simms, 710 Lee Street, Charleston 1, West Virginia
THIRD VICE-PRESIDENT—Clarence L. Sturm, Manawa, Wisconsin
DIRECTOR-GENERAL—R. Roy Keaton, Chicago 1, Illinois
SECRETARY-GENERAL—Melvin Jones, Chicago 1, Illinois
TREASURER—Wilburn L. Wilson, Chicago 1, Illinois
SECRETARY—William R. Bird, Chicago 1, Illinois

DIRECTORS

Ralph O. Deckard, 424 South College Avenue, Bloomington, Indiana.
William Garner, 53 Mary Street, Barrie, Ontario, Canada.
Herbert Harshagen, Tjadervagen 31-33, Uppsala 9, Sweden.
A. L. Hawn, P.O. Box 607, Eugene, Oregon.
Frank J. Horty, 2207 W. 11th St., Wilmington, Delaware.
Dr. Clyde Martyn, 3350 Glendale Boulevard, Los Angeles 39, California.
Sr. Mariano Roca Gutierrez, Apartado No. 17, Santiago de Cuba, Oriente, Cuba.
George L. Seaman, 430 West Adams Street, Jacksonville 2, Florida.
LaVar Thatcher, 1941 Princeton Ave., Salt Lake City, Utah.
Warren O. Watson, P.O. Box 36, Baton Rouge, Louisiana.
G. Fred Worsham, P.O. Box 842, Charleston, South Carolina.
Joe E. Childers, P.O. Box 173, Abilene, Texas.
Conrad A. Falvello, 305-7 Hazleton National Bank Bldg., Hazleton, Pennsylvania.
B. A. (Barney) Fuller, Centerville, Iowa.
Merton J. Gribbin, 331 Water Street, Augusta, Maine.
H. Agustin Reed, Apto. No. 68, Gomez Palacio, Durango, Mexico.
Carl P. Rodolph, P.O. Box 752, Clovis, New Mexico.
Gordon F. Ruble, 503 Fort Branch Road, Pearisburg, Virginia.
Dr. Manuel Antonio Rueda Vargas, Calle 17, No. 4-92, Bogota, Colombia, S. A.
James L. Snyder, 112 N. Halsted St., Chicago 6, Illinois.
Walter G. Wilson, U.S. Forest Service, St. Ignace, Michigan.
Ernesto Zachrisson A., 3rd Ave., 12-50, Zone 1, Guatemala, Guatemala, C. A.
Frank T. Buckley, Chairman, 22 Highland Avenue, Derry, New Hampshire.
Federico Hands, Chairman, Apartado 630, Maracaibo, Venezuela, S. A.

INTERNATIONAL HEADQUARTERS

209 N. Michigan Avenue, Chicago 1, Ill., U.S.A.

D-50M 3-57 LG4

Printed in U.S.A.

LIONISM

Lions Clubs are non-political, non-sectarian service organizations composed of the community's leading business and professional men. Membership is by invitation only.

The purpose of a Lions Club is more than good fellowship and club social life, important though these are. It is to recognize community needs and develop means of meeting them, either through its own effort or in cooperation with other agencies. During the fiscal year 1955-1956, Lions Clubs successfully completed 170,230 separate activities.

Lionism is an active and efficient medium for united community effort and enterprise. It is also an outstanding medium for national and world service, exerting tremendous influence for national welfare, international amity and peace, and human progress socially, culturally, and economically. The importance of Lions work in all these fields is widely recognized.

HISTORY AND GROWTH

The International Association of Lions Clubs officially came into being at the first annual convention and organizational meeting which was held in Dallas, Texas, October 8-10, 1917, with about 25 clubs participating.

Lions International was organized with the idea of uniting on a basis of UNSELFISH community service, businessmen's clubs that had no other affiliations. This was a distinct departure from the practice of forming businessmen's organizations primarily for business purposes.

By 1920 the Association had more than doubled its membership and had extended into Canada. By 1927 it had extended into Mexico and China, thus becoming truly international, and the number of clubs had increased to 1,810 with a membership of 61,000 Lions.

The expansion and growth of Lionism has continued steadily. For the last 10 years new Lions Clubs have been formed at the rate of one or more a day. The increase during the last fiscal year was 1,005 clubs with 2,895 being added in the past 3 years. There are now 13,125 Lions Clubs in 78 countries or geographical locations on six continents—Aaland Islands, Alaska, Algeria, American Samoa, Argentina, Australia, Austria, Bahamas, Belgium, Bermuda, Bolivia, Brazil, British Hon-

duras, Canada, Canal Zone, Chile, China, Colombia, Corsica, Costa Rica, Cuba, Cyprus, Denmark, Ecuador, Egypt, El Salvador, England, Finland, Formosa, France, French Cameroons, French Equatorial Africa, French West Africa, Germany, Greece, Guam, Guatemala, Hawaii, Honduras, Hong Kong, Iceland, India, Ireland, Italy, Japan, Jordan, Lebanon, Liechtenstein, Luxembourg, Madagascar, Mexico, Morocco, Netherlands, Netherlands Antilles, New Zealand, Nicaragua, Norway, Pakistan, Panama, Paraguay, Peru, Philippines, Portugal, Puerto Rico, San Andres Island, Sardinia, Scotland, St. Pierre and Miquelon Island, Sicily, Sudan, Sweden, Switzerland, Syria, Tangier (International Zone), United States of America, Uruguay, Venezuela, Yukon Territory—with a total membership of 560,000 service-minded business and professional leaders. The International Association of Lions Clubs is the largest, most active and fastest growing club organization in the world.

LIONS INTERNATIONAL

On the occasion of the formal organization of the Association in 1917, it was officially named "The International Association of Lions Clubs." However, by common usage it has come to be known also as Lions International. Lions International maintains headquarters at 209 North Michigan Avenue, Chicago 1, Illinois, U.S.A., in charge of R. Roy Keaton, Director-General.

ADMINISTRATION

The Officers and Directors of the Association (with the exception of the Director-General, Secretary-General, Treasurer and Secretary, who are appointed by the International Board of Directors), are elected by the delegates at the annual International Convention. A list of the current Officers and Directors appears on the back of this leaflet.

In addition to the International Board of Directors, consisting of the Officers and Directors of the Association, there is a Board of Governors, comprised of immediate past District Governors, with power to hear appeals from decisions by the International Board.

There is also a Board of International Relations, composed of one representative of each Lion country, which acts in an advisory capacity to the International Board of Directors.

LIONS

CODE OF ETHICS

1. To show faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.
2. To seek success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.
3. To remember that in building up my business it is not necessary to tear down another's; to be loyal to clients or customers and true to myself.
4. Whenever a doubt arises as to the right or ethics of my position or action towards my fellow men, to resolve such doubts against myself.
5. To hold friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.
6. Always to bear in mind my obligation as a citizen to my nation, my state and my community, and to give to them my unswerving loyalty in word, act and deed. To give them freely of my time, labor and means.
7. To aid my fellow men by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.
8. To be careful with my criticisms and liberal with my praise; to build up and not destroy.

SLOGAN

liberty, intelligence, our nation's safety

concise information

ABOUT THE INTERNATIONAL ASSOCIATION OF LIONS CLUBS

as of March 31, 1957—More than

- 560,000 MEMBERS and
- 13,125 CLUBS
- IN SEVENTY-EIGHT COUNTRIES GEOGRAPHICAL LOCATIONS ON SIX CONTINENTS
- 170,230 ACTIVITIES IN 12 MONTHS

By far the World's Largest,
most Active and most Rep-
resentative Service Club
Organization.



LIONS

CODE OF ETHICS

1. To show faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.
2. To seek success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.
3. To remember that in building up my business it is not necessary to tear down another's; to be loyal to clients or customers and true to myself.
4. Whenever a doubt arises as to the right or ethics of my position or action towards my fellow men, to resolve such doubts against myself.
5. To hold friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.
6. Always to bear in mind my obligation as a citizen to my nation, my state and my community, and to give to them my unswerving loyalty in word, act and deed. To give them freely of my time, labor and means.
7. To aid my fellow men by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.
8. To be careful with my criticisms and liberal with my praise; to build up and not destroy.

SLOGAN

liberty, intelligence, our nation's safety

LIONS

OBJECTS

1. To create and foster a spirit of "generous consideration" among the people of the world through a study of the problems of international relationships. . . .
2. To promote the theory and practice of the principles of good government and good citizenship. . . .
3. To take an active interest in the civic, commercial, social and moral welfare of the community. . . .
4. To unite the members in the bonds of friendship, good fellowship, and mutual understanding. . . .
5. To provide a forum for the full and free discussion of all matters of public interest, partisan politics and sectarian religion alone excepted. . . .
6. To encourage efficiency and promote high ethical standards in business and professions; provided that no Club shall hold out as one of its objects financial benefits to its members.

LION DISTRICTS

There are 293 Districts in the Association, each under the jurisdiction of a District Governor, elected at the annual District Convention by the Delegates of the Clubs in the District. These District Conventions are held 30 to 60 days prior to the annual International Convention.

ACTIVITIES

The Lions are known and esteemed throughout the world because of the number and importance of their activities. Each year sees their constructive activities reach a new high in number and scope—a result of the care with which the individual Lions Clubs are organized, membership selected, and activities planned and carried out.

Lions Clubs are the only clubs with a complete community activities program. They are interested in every opportunity for unselfish service to the community and to this end their activities are grouped under ten headings:

Agriculture—Boys and Girls—Citizenship and Patriotism—Civic Improvement—Community Betterment—Education—Health and Welfare—Safety—Sight Conservation and Work for the Blind—United Nations.

The Lions Club therefore presents an unrivalled medium through which every civic-minded, public-spirited individual may serve in the particular field in which he is most interested.

The greatest field of Lions endeavor is in connection with Community Betterment, Health and Welfare, and Boys and Girls. In no less than 106,623 instances, Lions Clubs last year carried out projects making their communities more attractive, more active commercially, better known and better places in which to live. Typical of Lions Club activities in behalf of the community and its citizens are (to cite only a few of thousands):

Promotion of better roads, airports and transportation facilities; City Beautiful, gardening and remodeling contests; clean-up, paint-up campaigns; school modernization; educational improvements; students' contests; children's safety; installation of playgrounds, recreational centers and community buildings; encouragement of school and municipal bands, dramatic classes, art contests and other cultural activities; obtaining new industries and commercial establishments for the town.

In the welfare field, Lions Clubs have been instrumental in building and/or equipping many hospitals, wards and clinics; securing iron lungs, X-ray equipment, eye-examination apparatus, etc.; locating physicians in towns and areas needing them; improving public health departments; furnishing aid for needy persons, orphans, the aged, ill and blind.

concise information

ABOUT

THE INTERNATIONAL ASSOCIATION OF LIONS CLUBS

as of March 31, 1957—More than

- **560,000 MEMBERS and**
- **13,125 CLUBS**
- **IN SEVENTY-EIGHT
COUNTRIES
GEOGRAPHICAL
LOCATIONS ON SIX
CONTINENTS**
- **170,230 ACTIVITIES IN
12 MONTHS**

By far the World's Largest,
most Active and most Rep-
resentative Service Club
Organization.



ACTIVITIES

The Lions are known and esteemed throughout the world because of the number and importance of their activities. Each year sees their constructive activities reach a new high in number and scope—a result of the care with which the individual Lions Clubs are organized, membership selected, and activities planned and carried out.

Lions Clubs are the only clubs with a complete community activities program. They are interested in every opportunity for unselfish service to the community and to this end their activities are grouped under ten headings:

Agriculture—Boys and Girls—Citizenship and Patriotism—Civic Improvement—Community Betterment—Education—Health and Welfare—Safety—Sight Conservation and Work for the Blind—United Nations.

The Lions Club therefore presents an unrivalled medium through which every civic-minded, public-spirited individual may serve in the particular field in which he is most interested.

The greatest field of Lions endeavor is in connection with Community Betterment, Health and Welfare, and Boys and Girls. In no less than 106,623 instances, Lions Clubs last year carried out projects making their communities more attractive, more active commercially, better known and better places in which to live. Typical of Lions Club activities in behalf of the community and its citizens are (to cite only a few of thousands):

Promotion of better roads, airports and transportation facilities; City Beautiful, gardening and remodeling contests; clean-up, paint-up campaigns; school modernization; educational improvements; students' contests; children's safety; installation of playgrounds, recreational centers and community buildings; encouragement of school and municipal bands, dramatic classes, art contests and other cultural activities; obtaining new industries and commercial establishments for the town.

In the welfare field, Lions Clubs have been instrumental in building and/or equipping many hospitals, wards and clinics; securing iron lungs, X-ray equipment, eye-examination apparatus, etc.; locating physicians in towns and areas needing them; improving public health departments; furnishing aid for needy persons, orphans, the aged, ill and blind.

Lions Clubs in agricultural communities cooperate intensively with the farm population to obtain maximum agricultural development, more efficient marketing facilities and better living conditions. They annually sponsor many County Fairs; harvest festivals; horse, livestock, poultry and home gardening shows; home canning campaigns and food conservation, and also work closely with County Agents, 4-H Clubs, Granges and other farm groups.

Furthermore, Lions have always assisted notably in all humanitarian causes such as relief of stricken communities or areas, as well as in support of such organizations as the Red Cross, March-of-Dimes, Boy Scouts, Campfire Girls and innumerable others. They have always cooperated fully in every government undertaking of national interest.

During World War II, Lions Clubs served tirelessly on the home front. They assisted the armed forces by every possible means and proved a powerful element in the United Nations' drive for victory. Lions International has received numerous official citations from the United States and other governments, in recognition and appreciation of the work of Lions Clubs in their respective countries.

Since the war, the Lions have been especially prominent in the promotion of international friendship and cooperation, with a view to achieving lasting world peace as the only possible foundation for a happier future.

Lions International is working closely with the United Nations. It participated in the San Francisco Conference in 1945 in a consultative capacity to the U.S. Delegation; it had representatives at the Paris Peace Conference in 1946; and at numerous subsequent United Nations' meetings in Lake Success and Flushing, N.Y., and in Paris, France. Lions International also occupies an advisory status in the Economic and Social Council of the U.N.

THE LION

The official publication of The International Association of Lions Clubs, THE LION is issued monthly and mailed to approximately 506,000 leading business and professional men in countries speaking a language other than Spanish. The Spanish edition—EL LEON—goes to approximately 39,000 Latin American Lions in Spanish-speaking countries.

fession is represented by one or more members. We have good attendance, excellent programs, and hard-working, vision-minded Committee Chairmen. We annually complete many outstanding community activities. Good activities make our club stronger for we are always happiest when we are performing services that represent our sincere, heart-felt convictions. In fact, no greater thrill can come to a man than to help another.

Through my work in my Lions Club, I'm keeping faith with my community and faith with myself. My Lions Club work has given me a better name and my family a better heritage—given them a definite realization that I am one of those who lead, not lean, one who contributes to the building of my town, and one who is planning for future generations as well. Lionism is the hope of Democracy.

My Lions Club gives me a cheerful, rational outlook, a brighter courage and a deeper sense of my vital obligations as a citizen, a husband, a father, and a churchman. My Lions Club gives me an exalted sense of pride; a feeling of belonging to the best; a feeling of belonging to an organization of great prestige; a feeling of belonging to an organization which is active, useful, working, and serving. I hold my head high with pride when I say, "Yes. I'm a Lion."

I love Lionism because of its matchless Code of Ethics, its great inspirational Objects, and its unparalleled teachings. My Lions Club has taught me to close my eyes to the discord within me and has taught me to listen to the harmonious symphony within my own mind. My Lions Club is daily guiding me to make of the lumber of my life a cathedral instead of a roadhouse.

THE INTERNATIONAL ASSOCIATION OF LIONS CLUBS

CHICAGO, ILLINOIS

LM-32

PRINTED IN U. S. A.

MY LIONS CLUB

by R. ROY KEATON
director general



MY LIONS CLUB

by **R. ROY KEATON**
director general

My Lions Club has played an important role in my life. It has been a vital influence for good. My Lions Club is in my blood and heartbeat. It has awakened in me a consciousness of my many obligations and has added fuel to my burning desire to be of useful service. I love my Lions Club because it is composed of representative business and professional men, sincere, service-minded men, who gladly give gifts of their time as well as gifts from their hearts and pocketbooks—men who give for the sheer joy of giving.

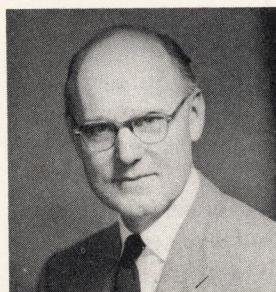
My Lions Club has taught me to not take myself too seriously, yet it has taught me to enjoy life more fully and to put to maximum use my enthusiasm for worth-while civic improvements. These are essential to all busy business and professional men—essential to their happy handling of all of life's multiple problems.

I appreciate my Lions Club, not only for what it has done for others, but for what it has accomplished for me, for my Lions Club brings out the best in me. It aids me to overlook the frailties and weakness that I formerly saw in my fellow man. Instead, it has taught me to search for the good that I never looked for quite well enough before.

My Lions Club has helped me to overcome my own timidity and fears, and has, instead, developed my latent talents for leadership and service.

My Lions Club gives me a better opportunity to associate with the leading men in my town—my neighbors, my competitors, and my associates. My Lions Club has given me a medium of analyzing, assaying, and comparing my own life with the lives of my friends and in so doing I have taken my own rough idea-nuggets and attempted to refine them into a more useful ore of life—a more useful elixir of courage, love, and human understanding.

My Lions Club gives me a definite feeling of belonging to something extremely worthwhile—



a sense of being a vital part of a great world brotherhood of service-minded men—a deep pride in the knowledge that I am essentially a part of something that is important and necessary in my own community as well as on a national and inter-

national plane. Every Lions Club meeting makes me more conscious of the fact that I am affiliated and associated with the leaders in my town. At our club meetings we hear the best speakers. They inform, educate and acquaint us with the affairs of our city, state, nation, and world.

My Lions Club sponsors, aids, helps and promotes needed community projects. Therefore, I am, through my Lions Club, an active contributor and participator in the advancement of a countless number of useful needed activities. Our new library and our hospital were built thru the sponsorship of my Lions Club. There are scores of other big accomplishments. We boost our schools and all of our churches. There are many fine improvements in my town because of the toil, the vision, and the leadership of my Lions Club.

I respect my Lions Club because it teaches me the real meaning of teamwork. Individual participation is of value except in a few isolated cases. Teamwork is ultra essential to build, to win, and to succeed.

My Lions Club has a strong representative membership. Practically every business and pro-



**CHARTER
MEMBER**

TRANSLAC

TRADE MARK

TO APPLY TO INSIDE OF GLASS

1. Dip sign in water for a few seconds.
2. Wet the glass and place sign in position.
3. Smooth sign out flat with a wet sponge roller or other squeegee, working from center to edges, thereby removing air bubbles.
4. Wet back of sign again - place palm of both hands against sign, giving a slight rotary motion. You may now slide or peel paper from back of sign.
5. IMPORTANT. After paper is removed wash back of sign with clean water to remove all gum.

DO NOT APPLY THESE SIGNS IN FREEZING WEATHER

MANUFACTURED BY

PALM, FECHTELER & CO.

WEEHAWKEN, N. J.



CHICAGO 3, ILL.

TO APPLY ON PAINTED OR VARNISHED SURFACES CAN BE APPLIED ON MIRRORS AND ANY OPAQUE SURFACE

1. Be sure that surface is clean and free from oil, grease or polish.
2. Dip sign in water for about one minute, avoiding creasing.
3. Place paper side of sign against clean wet surface, just above desired permanent position.
4. Slide color film gently downward into desired position. CAUTION: surface must be wet when this is done.
5. WASH FACE OF SIGN THOROUGHLY WITH CLEAN WARM WATER to remove gum on the face of sign. This must be completely removed as otherwise the sign will curl.

AX-1328
A12239

An explanation of the procedure regarding payment of the entrance fee and the per capita tax is given herewith.

The International Constitution provides that the entrance fee shall be \$3.00 for each new member and the per capita tax shall be \$2.50 semi-annually or \$5.00 annually.

In becoming identified as a Lion, a new member must first pay a membership fee to his club. His name is then sent along with the International entrance fee of \$3.00 to the International Office. Upon receipt of the name and the entrance fee, the new member's name is inscribed upon the roster of the Association, making him a regular subscriber to the official publication, THE LION, as provided by the International Constitution and By-Laws. As evidence of this, a certificate of membership is sent for the new member, which completes his identification as a member of The International Association of Lions Clubs. Thereafter his club receives club dues from him and remits \$2.50 semi-annually (\$5.00 annually) to The International Association of Lions Clubs for his per capita tax.

These monies are then distributed according to budget plans. The budget plans for the fiscal year 1956-57 will be found outlined on this page.

GENERAL ANALYSIS OF ESTIMATED INCOME AND ITS DISTRIBUTION

As approved by the International Board of Directors

For the Fiscal Year 1956-57

The total income as estimated in budget approved by the International Board of Directors was \$3,055,000.00. This includes the income from: dues, subscriptions, advertising, charter and entrance fees, merchandise sales and purchase discounts.

In this is included an estimated income of \$601,000.00 from magazine subscriptions and advertising — \$520,000.00 from subscriptions, \$1,000.00 from outside sources and \$80,000.00 from advertising. The money received from this source is not spent in the International Office. The magazine goes to every individual member, and while he pays only \$1.00 for the magazine, because of the advertising secured, he is given a magazine that is worth much more.

The next largest item of expense is for reimbursing the District Governors for their expenses in making visits to the clubs in their Districts. The budget sets aside \$327,800.00 for this purpose and \$1,500.00 to cover the expense of the Chairman of the Board of Governors. \$260,000.00 is set aside to cover International Convention expenses.

Another item is for reimbursing the International Officers and Directors for their actual expenses. It is estimated that the President's expenses will be approximately \$26,000.00, and the expenses of the Officers and Directors approximately \$98,000.00. This, of course, is based upon the number of Board meetings to be held and the number of visits that the Officers and Directors are required to make to district conventions and the clubs. This figure also includes \$2,000.00 anticipated expense in working with the United Nations Organization and Conferences on International Affairs.

It is further estimated that the Extension Department will, in establishing new clubs, spend \$486,616.00, (which is \$358,616.00 over and above the income from extension work in the field); \$180,000.00 will be spent for service work in the field; that the attendance and membership contests, publicity, legal expenses and supplies furnished principally to the officers and committee chairmen of the local clubs, such as the official directory and other information and printed material sent to them will amount to approximately \$211,500.00. The estimated actual cost of merchandise for resale to Clubs is \$740,000.00, including cost of handling. The latter includes purchasing, rent and other cost of Supply Department, shipping and personnel. \$9,100.00 is to be transferred to Emergency Relief Fund. The budget also anticipates an increase in net worth of \$59,000.00. The International Office, in these instances, has only acted as a collecting, reimbursing, and disbursing agency.

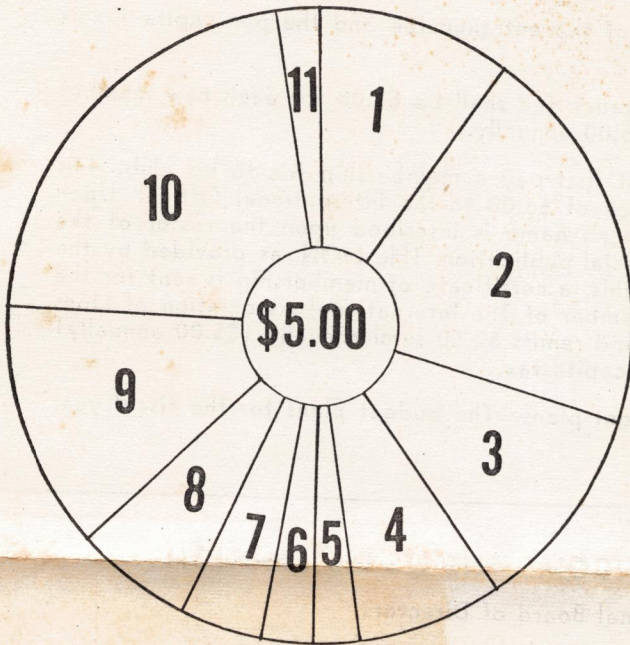
The anticipated cost of operating your International office is \$857,300.00. This amount covers the salaries of more than 200 employees, building operating expenses, equipment, office supplies, and other items directly related to maintaining your International office.

Regular financial reports are prepared and furnished your International Officers and Directors. Much of the success of the Association's financial program is due to the good work of your International President, International Board and Finance Committee. They are making it their business to see that the Association and the International Office are run efficiently and economically.

THE INTERNATIONAL ASSOCIATION OF LIONS CLUBS

209 NORTH MICHIGAN AVENUE
CHICAGO 1, ILLINOIS

1956-57 Budget Distribution of International Per Capita Tax & Magazine Subscriptions



1. International Convention Fund \$0.50

The International Association of necessity needs a constitution and by-laws through which the Association and its member clubs may function. It needs procedure to change or amend those regulations from time to time. The power to do that is vested in the delegates to the annual convention of our Association. The convention also provides a medium for the election of officers of the Association and a forum where the voices of the delegates may be heard. In addition to its legislative and elective functions, the convention is valuable as a great source of inspiration and information to the clubs of the Association.

The convention fund is used to defray the administration expenses of the convention.

Incident to the large annual convention are expenses for such items as: arranging for hotel and housing accommodations for 25,000 to 30,000 delegates, alternates and visitors; reporting of convention and printing of 12,000 208-page convention proceedings and 10,000 48 page annual association reports for club secretaries and convention delegates, publicizing convention among 12,415 clubs and 546,447 members; printing of 23,000 programs, registration cards, tickets, ballots etc.; purchasing of convention badges; presentation of suitable speakers on program; reimbursement of International officers, Directors, Past Presidents and 293 district governors for their expenses as provided in the Rules in the Rules of Audit; employment of workers to handle volume of convention detail.

These expenses, which are required by the constitution of Lions International, necessitate a convention fund. It is prorated equally over the entire membership of the Association.

2. THE LION Magazine \$1.00

Every business, every profession, every field of endeavor, must have, and does have, its own publication. These specialized publications, like THE LION, are not in competition with magazines in the general field. THE LION Magazine is primarily for Lion Members and those interested in the great scope of its varied altruistic and humanitarian activities.

The founders of Lionism in the very beginning recognized that no important organization could endure without an official publication; so, they established THE LION magazine, and made it obligatory that every club pay for and receive it.

THE LION Magazine is an international publication dedicated to service-minded members. It is a monthly publication whose chief purpose is to publicize Lionistic data and information concerning the best activities among the Lions Clubs, of the International Officers and the Board of Directors, of the activities of the delegates to the International Conventions; - in fact, a general resume of news and events which affect the over-all great work of Lionism, and to disseminate this information through the pages of its official publication.

Lion Members cannot get this information from any source other than through the pages of their own magazine. Unless Lion Members are kept in touch with other Lions Clubs they lack the knowledge and information that gives our Association its International scope and prestige.

3. District Governor's Budget \$0.54

Lions Clubs have found it necessary to have district governors. The district governor in our Association is expected to officially visit every club in his district during his term, counsel with its officers, make recommendations, and report in detail to the International Office. During the year he must keep in contact by mail with all his clubs, thus unavoidably incurring considerable expense for stationery, stamps, telegrams, stenographic work and other similar items during the year. He receives no salary and is reimbursed or paid back only for his actual expenses as allowed in the Rules of Audit. Nothing is paid him for the time he spends on Association work or for the responsibility he carries. There are 293 District Governors.

4. Literature and Supplies to Clubs; Contests \$0.36

This item includes printed material for 80,000 new members, printed information for over 200,000 committee chairmen, material for 125,000 new club officers and directors, 1,300,000 membership cards, compilation and printing of 22,000 348-page Lions Clubs directories, promotion of contests during year and distribution of approximately 35,000 awards, and postage charges on more than a million pieces of mail during the year.

5. Communication \$0.14

The integration of the activities of 12,415 clubs and 293 districts in 75 countries and geographical locations requires constant communication throughout the year. This item includes the cost of postage, stationery, express and shipping charges, telephone, telegraph, and similar expense.

6. Social Security, Auditing, Insurance International Exchange and Legal \$0.11

Unemployment and social security expense, international exchange adjustment, bank charges, insurance, exchange on checks, federal tax, audits by Certified Public Accountants, and Legal Expense.

7. International President, Other Officers and Directors \$0.22

Throughout the year the International President is continually receiving wires, telephone calls and letters from clubs in all the countries covered by the Association, asking him to visit them. He gives practically a whole year's time to the Association, attending Board meetings, executive committee meetings, regional meetings, district and international conventions, and receives no compensation whatsoever. His outlay for traveling, office expense and other items too numerous to mention, are great, and conventions have decided by unanimous vote that the Association should at least repay him the money actually spent out of his own pocket on its behalf.

What applies to the International President applies also to the Officers and Directors of the Association. This includes expenses for those attending various conferences of national and international importance, expenses of Chairman of Board of Governors, and Chairman of Board of International Relations.

8. Service Work in the Field \$0.30

Your Association is continually being called upon by Lions in various parts of the Association to send to clubs in their particular localities which need help, men who are specially qualified and highly trained in the structure and principles of Lionism and in Lions Club operation.

9. EXTENSION WORK. Surveys and club organization in the field over income from that source \$0.61

Growth is essential to a living organization. Your Association's growth and maintenance are due to its strong, aggressive extension program, and the continuance of this program is universally insisted upon by Lions.

10. INTERNATIONAL OFFICE \$1.11

Salaries, building operating expense, equipment, depreciation and miscellaneous items.

There must be a central clearing house for every institution, in your Association there must be such a central headquarters through which the President and other Officers, the Board of Directors, the District Governors, the members of clubs and the clubs themselves can function. The maintenance of such a headquarters necessitates provisions for building operating expense and proper office equipment. Employees are necessary to maintain the records in accordance with standardized business practice, and carry on the other necessary work in the many different departments serving clubs throughout the Association.

11. Unbudgeted Funds \$0.11

Following sound business practice a portion of anticipated receipts is not budgeted. These unbudgeted funds protect the budget items from unexpected conditions which may arise during the year in the natural course of business operation.

Total \$5.00