

THE L-I-O-N-S SLOGAN

With all due respect to Halsted Ritter, a young attorney from Denver who rose to speak at the 1919 convention in Chicago to defend the LION as our symbol, his impassioned plea to retain it gave birth to our official slogan what he considered that L-I-O-N-S was all about... **LIBERTY...INTELLIGENCE...OUR ... NATIONS SAFETY**. He argued that , according to a Lions Clubs official website, ..." its combination of L-I-O-N-S heralds to the country the true meaning of citizenship..."

I would submit that most members of Lions International worldwide would be hard pressed to explain what those slogan words actually mean. It's somewhat difficult to link the slogan to "citizenship" . But it is "Our Nations Safety" that presents a major problem. World War I ended just the year before and "safety" for our country was a major issue. One must remember that "1919" was the last NATIONAL convention (Canada made it international in 1920), and Mr. Ritter's speech was all about OUR citizenship and OUR safety. The rest of the world was not an issue at that time, but it certainly is now. With 1.4 million members, 46 thousand clubs and 210 countries and geographical areas, we are now a GLOBAL family community. We must be concerned for the WORLDS SAFETY and can no longer look only within our own borders.

The slogan should be changed, not only to embrace world-wide Lionism and put us all on equal footing, but it should define us to one and all, members and non-members alike.

With what Lions headquarters in Oak Brook, Illinois, has designated 2017 to be the 100-year Centennial, then the beginning of the second 100 years should begin with a needed change to reflect the changing times. Our slogan should clearly define who we are and what we do. My suggestion is simply this:

We are... **Lions International...and we... Organize Needed Service.**