



# Knight Templar

VOLUME LIII

FEBRUARY 2007

NUMBER 2

*Congratulations and Best Wishes  
On your 100<sup>th</sup> Birthday, February 2, 2007:*

**Sir Knight Willard Meredith Avery  
M.E. Grand Master of the Grand Encampment, 1976–1979**





# Grand Master's Message for February 2007

Good day, Sir Knights!

February is upon us, and many of our Templars and their families have already experienced winter at its blustery worst. Your Grand Encampment officers hope that you have come through it unscathed.

The middle of winter keeps many of us close to home, which makes it the ideal time to concentrate our efforts at strengthening our local Masonic bodies. Look around at your families, friends, coworkers, and fellow church members for men of good quality who would make good Masons. Lead them to your Lodge and eventually into our beautiful Christian Fraternity. Please remember, strong Lodges and Chapters mean strong Commanderies!

Thank you for your outstanding support of the Voluntary Campaign of the Knights Templar Eye Foundation! Through your great efforts and generosity, we are almost seventy thousand dollars ahead of last year's Campaign at this time. Please keep up the good work, and make this a banner year. Only you can allow us to fulfill our mission of preventing blindness.



Let's start thinking about spring, and of course, Easter comes to mind. Please accept this as my personal invitation to each of you to join with your Grand Encampment Family at our Annual Easter Sunrise Memorial Service. It will again be held at the George Washington Masonic National Memorial in Alexandria on April 8. I can promise you great camaraderie for the weekend and a truly moving religious experience if you are able to participate. Details are available in the *Knight Templar* magazine this month.

As March rolls around, we will begin an aggressive schedule of visits to the Annual Conclaves throughout the jurisdiction. Please take advantage of the representative officer's visit to your state to take some time and to get to know each of us.

Courteously and fraternally,

**REMEMBER THESE DATES:**

Richard B. Baldwin  
Grand Master, GCT



February 14

February 19



# Knight Templar

**"The Magazine for York Rite Masons—and Others, too"**

FEBRUARY: This issue of the magazine is filled with interesting and necessary information to further your future Templar plans: an inspiring message by your Grand Master Richard B. Baldwin; 100th birthday congratulations to Past Grand Master Willard M. Avery; preliminary information for the planning of your Easter weekend in Washington, DC, and Alexandria, Virginia; a message from your 39th KTEF Campaign Chairman, Kenneth Fischer, and an update on KTEF clubs and current Campaign totals by state; information concerning the use of the KTEF online Shopping Mall; two articles, one about selling the organization to potential members and the other about plans to store data for Masonic organizations on the internet; and last but far from least, a biography of Sir Knight Branch Rickey, a baseball great. Enjoy!

## Contents

Grand Master's Message for February 2007	
Grand Master Richard Burditt Baldwin . . . . .	2
Seventy-eight Years of Service to Masonry and Humanity!—Sir Knight Willard Meredith Avery . . .5	
Easter 2007—Preliminary Easter—2007 . . . . .	6-8
The 39th Annual Voluntary Campaign—Message Sir Knight Kenneth B. Fischer . . . . .	9
The Knights Templar Eye Foundation Shopping Mall . . . . .	11
York Rite Masonry as a Customer Service Experience Sir Knight Karl J. Krayer . . . . .	12
The George Washington Masonic National Memorial Announces Two Major Digital History Projects—Part I Brother Mark A. Tabbert . . . . .	19
Sir Knight Branch Rickey: The Man Who Changed Baseball the Most Sir Knight Ivan M. Tribe . . . . .	21
Grand Master's and Grand Commander's Clubs . . . . .	10
Contributors to 33° and OPC Clubs . . . . .	10
39th Voluntary Campaign Tally for KTEF . . . . .	10
February Issue . . . . .	3
Editor's Journal . . . . .	4
State Supplement or Public Relations (general) . . . . .	16
In Memoriam . . . . .	18
Recipients of the Membership Jewel . . . . .	20
Knight Voices . . . . .	30

knight templar

FEBRUARY 2007

VOLUME LIII NUMBER 2

Published monthly as an official publication of the Grand Encampment of Knights Templar of the United States of America.

**RICHARD BURDITT BALDWIN**  
Grand Master  
and Publisher

5400 Bromyard Court  
Burke  
Virginia 22015-1923

**Lawrence E. Tucker**  
Grand Recorder  
and Editor

Joan B. Morton  
Assistant Editor  
Grand Encampment of Knights Templar  
Post Office Box 478448  
Chicago, IL 60647-8448  
phone and fax: (773) 489-0689

Grand Recorder  
5909 West Loop South, Suite 495  
Bellaire, TX 77401-2402  
(713) 349-8700 (telephone)  
(713) 349-8710 (facsimile)  
letucker@sbcglobal.net (e-mail)

Mail magazine materials and correspondence to Editor, Grand Encampment of Knights Templar, P.O. Box 478448, Chicago IL 60647-8448.

Material for the Grand Commanderies' two-page supplements is to be directed to the respective Supplement editors.

Address corrections from members are to be sent to the local Recorders.

# Editor's Journal



When you order any of the items below, make check or money order payable to: the Grand Encampment, and send to: Grand Encampment of Knights Templar; 5909 West Loop South, Suite 495, Bellaire, TX 77401-2402.

● **Correction for the Supreme Recorder of the Social Order of the Beauceant, page 14, January 2007:**

The Supreme Recorder is Mrs. Richard (Carlene) Brown, 1526 E. 13th, Winfield, KS 67156, (620) 221-4613.

● **The Order of Malta** is now available on DVDs. Each informative DVD is only \$15.00 each plus \$3.50 for S & H (\$18.50). Also, the **Order of Red Cross** DVD is available at \$15.00 each plus \$3.50 for S & H. (\$18.50). Send in your order today!

● **PLACE MATS & NAPKINS:** The place mats have pictures of the Masonic Presidents of the USA, and the napkins have the Cross and Crown emblem. The cost of either one is \$15.00 per 250 in intervals of 250 (ie. 250, 500, etc.—NO exceptions) PLUS S & H — UPS charges vary by location.

● **GREAT KNIGHTS TEMPLAR GIFTS:** Available is the 2-volume set of *History of the Grand Encampment Knights Templar of the United States of America* by Francis J. Scully, M.D., and *History of the Grand Encampment Knights Templar of the United States of America—Book II* by Lt. Col. Jacob C. Baird, Chairman, the Committee on Knights Templar History. As a set, the two books are \$25.00 plus \$4.00 S & H (\$29.00). Separately, each

book is \$15.00 plus \$3.00 S & H (\$18.00).

**A Knight Templar magazine Index**, including all previous indexes and covering the years, 1969–1999, is now available at a price of \$5.00, plus \$2.50 postage—total, \$7.50. This is your chance to invest at a bargain price in the index which covers main articles of the magazine from 1969 to the turn of the century.

**A Pilgrim's Path: Freemasonry and the Religious Right:** This is John J. Robinson's last book, and it is available as a hardbound copy. The book is available for \$15.00 each, plus \$2.50 S & H. **Born in Blood:** The exciting book by John J. Robinson is available at the price of \$17.00, including S & H. **Dungeon, Fire, and Sword:** This history of the Knights Templar by the late John J. Robinson is available for \$20.00 each, plus \$3.50 S & H (\$23.50).

**An important and invaluable booklet entitled *The York Rite of Freemasonry—A History and Handbook*** is available. It is authored by Sir Knight Frederick G. Speidel. This comprehensive, illustrated, 78–page booklet explains the degrees, history, symbolism, and benevolent programs of the Blue Lodge, the Chapter, the Council, and the Commandery. There is no limit on orders: \$1.50 each under 100 copies, plus S & H; \$1.00 each over 100 copies, plus S & H.

● **PINS:** Malta pins and red or green widow's pins are \$5.00 each. You may order ANY quantity—even just one.

**Grand Encampment, Knights Templar of the United States of America:**

**Web Site:** <http://www.knightstemplar.org>  
**Office E-mail:** [letucker@sbcglobal.net](mailto:letucker@sbcglobal.net)



## Seventy-eight Years of Service to Masonry and Humanity!

**Sir Knight Willard Meredith Avery**  
**Past Grand Master of the Grand Encampment**  
**Celebrates His 100th Birthday—February 2, 2007**

Sir Knight Willard Meredith Avery was born at Palmyra, Indiana, on February 2, 1907. He attended DePauw University as a Rector Scholar and completed his B.A. there with highest honors in 1929. For two years following graduation, he taught social studies and speech in Portland, Indiana. He then attended the University of Michigan Law School, winning the Henry M. Campbell Case Club Award and later serving as senior judge in Case Club competition. While attending law school, he was elected Student President of the Lawyers' Club. He received his Doctor of Jurisprudence Degree in 1934.

After 1936 Sir Knight Avery was engaged in general law practice in Knightstown, Indiana. He and his wife Margaret had two sons, Max and Jack, and grandchildren.

He has been continuously active in the civic affairs of his community. As a member of the Knightstown Methodist Church, Avery served in numerous lay capacities, including President of the Board of Trustees and of the Official Board, as well as lay delegate to the Methodist Conference. He served with distinction as local President and Lieutenant Governor of Kiwanis International; Past President of the Knightstown Chamber of Commerce; and Director of the First National Bank of Knightstown.

His Masonic affiliations are extensive. Among Masonic offices held, Sir Knight Avery has served as Worshipful Master, Golden Rule



Lodge No. 16, F. & A.M., Knightstown (1940); Commander of Knightstown Commandery No. 9, Knightstown (1945); Illustrious Master, Cryptic Council No. 29, Knightstown (1954); High Priest, Knightstown Chapter No. 33 (1955); and Grand Commander, Grand Commandery, Knights Templar of Indiana (1956–1957). He is a member of the Knights York Cross of Honour (1954); was Sovereign, St. Basil Conclave, Red Cross of Constantine, Lafayette, Indiana (1961); is a charter member of St. Andrew Tabernacle No. XXXV (1957); and recipient of the Honorary Legion Honor, Order of DeMolay (1961). In addition, Sir Knight Avery was Grand Patron, Indiana Grand Chapter, Order of the Eastern Star (1957–1958), and First President of Board of Directors, DeMolay Foundation of Indiana.

Sir Knight Avery has been actively engaged in Grand Encampment projects for many years. He was Knighted in 1939 at Knightstown Commandery No. 9, which at the time he became Grand Master of the Grand Encampment had approximately 225 members in a town of 3,500, with three Commanderies within a radius of 15 miles. His Commandery has sent many drill teams to Grand Encampment Triennials.

During his tenure as Grand Commander of Indiana, an invitation was issued for the holding of the 47th Triennial Conclave at Indianapolis, Indiana. Sir Knight Avery acted as legal advisor to the Triennial Conclave Corporation and served as Vice President of the local Triennial Committee.

He served as Department

Commander of the East Central Department of the Grand Encampment, and not least among his accomplishments was his position as Editor of the *Knight Templar* magazine for five and a half years until 1967.

He was made an Honorary 33°, Supreme Council, A.A.S.R., Northern Masonic Jurisdiction, September 1967, at Pittsburgh.

In Detroit in 1967, Sir Knight Avery was elected to the Grand Encampment line as Grand Captain General; he then assumed the offices of Grand Generalissimo in Denver, 1970; Deputy Grand Master in Chicago, 1973; and Most Eminent Grand Master in Kansas City, Missouri, 1976.

Sir Knight Avery is a trustee of and attorney for the Knights Templar Eye Foundation.

## **EASTER 2007**

### **HOTEL**

\$95.00 Room Rate (mention Grand Encampment)

Make your hotel reservations directly with the **Hotel Washington**  
515 15<sup>th</sup> Street, N.W., Washington, DC 20004, 800-424-9540

### **MEAL TICKETS**

Meal package, \$40 per person  
includes Saturday luncheon and Sunday breakfast

Order your meal tickets from the **Grand Encampment Office**  
Mail your check payable to *Grand Encampment* to  
Grand Recorder, 5909 West Loop South, Suite 495, Bellaire, TX 77401-2402

Individual tickets may be ordered separately:  
Saturday luncheon, \$35; Sunday breakfast, \$15

**Hotel and meal ticket cutoff date is March 24, 2007**

There will be no tickets sold at the door.

Direct questions to: The Grand Encampment Office: 713-349-8700



## PRELIMINARY EASTER—2007

The 77th Easter Sunrise Service, sponsored by the Grand Encampment of Knights Templar of the United States of America, will again be held on the steps of the George Washington Masonic National Memorial, Alexandria, Virginia, on Sunday, April 8, 2007, and will begin at 7:30 A.M. As in previous years, this Service and the breakfast after will complete a memorable weekend of events in our nation's capital, Washington, D.C., including delegation dinners, tours, and Masonic fellowship. For one event, it is to be noted that the cherry blossoms should be in full bloom—a sure sign of spring!

### THE HOTEL WASHINGTON

The main hotel will again be the Hotel Washington in downtown Washington, D.C. Our special Knights Templar rate is \$95.00 per room, based on double occupancy. Write the hotel to make your reservations: Hotel Washington, ATTN: Grand Encampment Easter Program, 515 15th Street, N.W., Washington, D.C. 20004. Include your check or credit card number.

You may also call the Hotel Washington at (800) 424-9540, and speak with Sandy Warner to make reservations for rooms, giving your credit card number for billing.

Check with the hotel upon arrival to insure all your reservations are complete.

### MEALS

Prices are: A meal package is available for \$40.00 per person, which includes Saturday luncheon and Sunday breakfast. Order your meal tickets from the Grand Encampment

office. Mail your check payable to *Grand Encampment* to Grand Recorder, 5909 West Loop South, Suite 495, Bellaire, TX 77401-2402. Individual tickets may be ordered separately: Saturday luncheon, \$35.00; Sunday breakfast, \$15.00.

**Note: The hotel and meal ticket cutoff date is March 24, 2007.** There will be no tickets sold at the door.

### GRAND COMMANDERS AND THEIR LADIES

Grand Commanders and their ladies may attend the Saturday luncheon, courtesy of the Grand Encampment by prior reservation **ONLY**.

### OUR GRAND MASTER

The Grand Master of the Grand Encampment, Knights Templar of the United States of America, Sir Knight Richard Burditt Baldwin, and his officers will greet everyone at the Saturday luncheon. ***This will be Sir Knight Baldwin's first Easter as Grand Master, so let's get a big crowd out for this fine occasion in Washington.***

### TOMB OF THE UNKNOWNNS

On Saturday, April 7, 2007, at 1:15 P.M., the Grand Commandery of Indiana will lay a wreath at the Tomb of the Unknownns at Arlington National Cemetery honoring their members who fell in combat as members of the Armed Forces of the United States of America. They have again asked that everyone be invited to attend. The details of the trip to Arlington will be available when you arrive.

### EASTER MORNING PROGRAM

The Hotel Washington will be serving coffee and pastries beginning at 5:30

A.M., Easter morning. The buses will be available to leave at 6:15 A.M. to take members and their ladies to the George Washington Masonic National Memorial for the Sunrise Services. The buses will return to the hotel after the Service at about 9:30 A.M. so you can enjoy breakfast and meeting with friends.

There will also be coffee and donuts available at the Memorial for those not staying at the Hotel Washington. They will be served in the West Dining Room.

### PARADE FORMATION

The parade will form on the lane leading up the hill. Delegations will form according to their entry into the Grand Encampment, senior to junior, and markers for each will be in place. As in the last seven years, the Maryland delegation in their black plumes will appear before the formal parade with drummers and form a passion cross in the stands. The Grand Commandery of Maryland would also like to invite any of the other Commanderies which wear the black plume to get in touch and participate in the formation of the Cross. The parade will step off at 7:10 A.M., proceed up the hill, render "Eyes Right" on passing the Grand Master and his staff, and then proceed into seats as directed. Formation of three squads each is suggested, as well as at Secure Swords, in order to avoid bunching up on top of the hill. Colors will Right Flank at the podium and column Left and column Right and post the colors as directed. Parking for cars and buses is available at the top of the hill next to the Memorial. However, no vehicles will be permitted up the roadway after 7:00 A.M.

### OTHER DETAILS

Delegations desiring to make any special group arrangements should call Sandy Warner at the Hotel number. Delegations staying at other hotels or motels must provide their own transportation or meet at the Hotel Washington. Recognition is made to the Grand Commandery having the most Sir Knights in uniform in the parade and to the Grand Commandery having the highest percentage of its members in uniform in the parade. Prior to the service, Kena Shrine Band will provide music beginning at 7:00 A.M. Easter selections will be played as the parade moves out following the Assembly bugle call. The Right Eminent Grand Prelate, Robert J. Cave, will conduct the Service.

Reservations should be made for rooms and any other activities by March 24, 2007.

**GRAND COMMANDERS ARE REQUESTED TO APPOINT A DELEGATION CHAIRMAN AND NOTIFY GRAND RECORDER LAWRENCE E. TUCKER, 5909 WEST LOOP SOUTH, SUITE 495; BELLAIRE; TX 77401-2402, TELEPHONE NO.: office: (713) 349-8700; FAX: (713) 349-8710, E-MAIL: letucker@sbcglobal.net in order to receive information concerning this event and to facilitate adequate planning!**







**Knights Templar Eye Foundation, Inc.**  
**1000 East State Parkway, Suite I**  
**Schaumburg, IL 60173-2460**  
**Phone: (847) 490-3838**  
**Fax: (847) 490-3777**

## ***The 39th Annual Voluntary Campaign***

**A Message from Sir Knight Kenneth B. Fischer, GCT  
Past Grand Master of the Grand Encampment, Past President of the Knights  
Templar Eye Foundation, and Trustee of the Board of the KTEF**

I hope that you all had a great New Year and are back at work in your Commanderies.

At this time we are near the halfway point in the 39th Annual Voluntary Campaign for the Knights Templar Eye Foundation. The numbers are encouraging but somewhat misleading. We are ahead of last year's numbers, but that in large part is due to a very large will, which was given in the name of a Commandery in Ohio.



There is certainly nothing wrong with that. We will take the money no matter how it comes in. But it skews the numbers and gives a false sense of accomplishment. In truth, the fund-raising numbers appear to be a little on the low side. Ohio is in first place, followed by Pennsylvania and California, as far as gross dollars are concerned.

As usual, Utah is in first place on a per capita basis at \$22.11 per member, followed by New Mexico and Ohio.

There is no doubt that competition is good, and we encourage all to jump right in and get your feet wet. The Eye Foundation will be the beneficiary, and we can all enjoy that.

**Kenneth B. Fischer  
Past Grand Master and Past President and Trustee, KTEF**

Sir Knight Kenneth B. Fischer resides at 5138 Shady Oaks, Friendswood, TX 77546.

## NEW CONTRIBUTORS TO KTEF CLUBS

### Grand Master's Club

- |   |                                      |
|---|--------------------------------------|
| No. 4,922—Glen A. Cook (UT)             | No. 4,937—Larry Harold Pedersen (CA) |
| No. 4,923—Charles Robert Shaw (CA)      | No. 4,938—Audrey J. Beard (GA)       |
| No. 4,924—Sam Luther Thornton (GA)      | No. 4,939—Robert C. Childers (IN)    |
| No. 4,925—Ronald Glenn Richards (GA)    | No. 4,940—Roy A. Dray (OH)           |
| No. 4,926—Jon Edward Hollister (MA/RI)  | No. 4,941—Richard J. Hartung (VA)    |
| No. 4,927—Joyce Poyton (MA/RI)          | No. 4,942—Richard J. Hartung (VA)    |
| No. 4,928—William E. Jegen (IL)         | No. 4,943—Paul E. Crowell (IN)       |
| No. 4,929—Charles R. Shaw (CA)          | No. 4,944—John K. Coker (SC)         |
| No. 4,930—Harold Gene Markos (IL)       | No. 4,945—B. Ralph Gentry (OH)       |
| No. 4,931—Paul C. Fleming (TX)          | No. 4,946—Garnett R. Bailey (VA)     |
| No. 4,932—William M. Rainbolt, Sr. (CA) | No. 4,947—Carlyle Poindexter (NC)    |
| No. 4,933—William M. Rainbolt, Sr. (CA) | No. 4,948—Clifford F. Poor (MT)      |
| No. 4,934—Lee G. Williams (IL)          | No. 4,949—Adam L. Crouch (NM)        |
| No. 4,935—Joseph P. Suttles (GA)        | No. 4,950—Fred W. Wege (KY)          |
| No. 4,936—Faye Suttles (GA)             | No. 4,951—James W. Handy (CO)        |

### Grand Commander's Club

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| No. 102,472—William Marsh (CA)        | No. 102,479—Rhoda B. Carter (VA)    |
| No. 102,473—Marcus L. Winchester (GA) | No. 102,480—Fred R. Hildebrand (PA) |
| No. 102,474—Charles R. Shaw (CA)      | No. 102,481—Larry Sampson (GA)      |
| No. 102,475—E. David Martin (NY)      | No. 102,482—B. Ralph Gentry (OH)    |
| No. 102,476—Charles Templeman (KY)    | No. 102,483—Robert W. Wright (PA)   |
| No. 102,477—Charles Lee Thacker (GA)  | No. 102,484—Wayne T. Price (TN)     |
| No. 102,478—Harold E. Beard (GA)      |                                     |

### Contributors to the 33° Club

- |                                      |                                    |
|--------------------------------------|------------------------------------|
| James H. Larson, 33° (WA)            | Douglas G. H. Channon, 33° (MA/RI) |
| Newell Barker, 33° (OK)              | Warren C. Mitchell, 33° (WA)       |
| Douglas G. H. Channon, 33° (MA/RI)   | Caryl K. Wright, 33° (IA)          |
| in honor of George H. Ostrander, 33° |                                    |

### Contributors to the OPC Club

- |                       |                       |
|-----------------------|-----------------------|
| Thomas E. Stites (CA) | Howard T. Shrode (IN) |
| Duane Bergstrom (CA)  |                       |

### Knights Templar Eye Foundation, Inc. 39th Annual Voluntary Campaign

Campaign report by Grand Commanderies for KTEF Officers and Trustees for the week ending January 12, 2007. The total amount contributed to date is \$378,677.82.

Alabama .....	\$1,835.00
Alaska .....	150.00
Arizona .....	427.00
Arkansas .....	976.00
California .....	26,405.68
Colorado .....	5,760.66
Connecticut .....	753.55

Delaware .....	1,090.00
District of Columbia .....	1,412.00
Florida .....	4,665.42
Georgia .....	13,770.00
Idaho .....	900.00
Illinois .....	8,224.08
Indiana .....	10,395.98
Iowa .....	4,061.00
Italy .....	200.00
Kansas .....	1,217.00
Kentucky .....	8,974.92
Louisiana .....	3,300.00
Maine .....	545.00
Maryland .....	1,293.00
Mass./R.I. ....	4,414.00



Michigan.....	1,328.00
Minnesota.....	1,820.00
Mississippi.....	615.00
Missouri.....	1,810.00
Montana.....	1,360.00
Nebraska.....	659.00
Nevada.....	585.00
New Hampshire.....	841.00
New Jersey.....	1,410.00
New Mexico.....	8,789.73
New York.....	3,196.66
North Carolina.....	11,326.61
North Dakota.....	475.00
Ohio.....	115,603.68
Oklahoma.....	4,983.42
Oregon.....	1,178.00

Pennsylvania.....	39,652.30
South Carolina.....	5,204.00
South Dakota.....	305.40
Tennessee.....	3,303.47
Texas.....	14,594.86
Utah.....	8,468.50
Vermont.....	582.40
Virginia.....	11,150.00
Washington.....	2,534.70
West Virginia.....	78.30
Wisconsin.....	3,652.00
Wyoming.....	1,990.00
Hilo No. 3, Hawaii.....	30.00
Ivanhoe No. 2, Mexico.....	200.00
Miscellaneous.....	30,180.50



## ► KTEF SHOPPING MALL

### DID YOU KNOW?

Every time you make a purchase on the KTEF Shopping Mall, the Eye Foundation receives about 3% of your charge purchase.

When you shop on the KTEF Shopping Mall, you access each individual store's own website.

There are about 1,800 stores that can be accessed from the Mall.

It takes but 2 clicks to access all these locations.

Now that you know, why not shop there? Simply go to [www.knightstemplar.org](http://www.knightstemplar.org) and click on "KTEF SHOPPING MALL" on the left side of the page, and you're there helping those less fortunate to see!

Now you can shop and at the same time provide sight!  
We could call it "Click & See"!

## **York Rite Masonry as a Customer Service Experience**

**by Karl J. Krayter, Ph.D.**  
*Presented at the 2006  
Southwest York Rite Conference*

An excellent customer service orientation has been an important part of the business world for more than 25 years. Far extending the simplistic notion that the "customer is right," as a business places an emphasis on serving a customer, its intent is to retain that person for life, making its products and services "top of mind," and encouraging the individual to spread the good news to others.

A customer service orientation applies to York Rite Masonry in several important ways. Here, I argue that there are strong lessons that we can learn and apply in our fraternity that have already made a significant impact in many types of businesses. I suggest that in order to grow and prosper, such an orientation is an important perspective for us to take.

### **CONSIDER MEMBERS WHO PARTICIPATE IN YORK RITE EVENTS AS CUSTOMERS**

Strange as it may seem, our Companions and Sir Knights in York Rite Masonry are customers of our products and services. In many ways, they parallel customer behavior in many types of businesses.

Like customers, they consciously choose to spend their time with us from a variety of other available options. They transfer resources, such as dues and donations, to us. They have expectations that they believe we can fulfill. They tell others, inside and outside of our fraternity, about their levels of satisfaction with what we furnish them.

And, like customers of any business, our members can decide not to attend or participate, as well as discontinue their affiliation with us.

### **CONSIDER EVERY INSTANCE IN WHICH MEMBERS PARTICIPATE IN YORK RITE EVENTS AS AN EXPERIENCE**

Business literature has long considered the interaction between a customer and an enterprise to be an "experience." Indeed, when customers rave or complain about a business, it is the actual experience that they focus on.

Many businesses have taken great pains to ensure that the experiences their customers receive are positive. Several industries have significantly metamorphosed their operations to provide unique and fulfilling experiences. Remember that just as any employee "is" the business to a customer, we "are" York Rite Masonry to others. "Take a good look at yourself—you're someone else's impression of Masonry" rings true.

Starbucks is not a coffee shop: It is a place to relax, read, network, and even work on a laptop computer. Booksellers, such as Borders and Barnes and Noble, now have cafes, open reading areas, dedicated sections for listening to music, and rooms for authors or singers to showcase their talents. Home Depot and Lowe's are not hardware stores; they are home improvement stores, with events that are creative, engaging, and enjoyable. Grocery stores are now "one-stop shopping" for a wide variety of products and services, including banking, eye care, flowers, and a host of other things.

The emphasis of all of these enterprises is on the "experience." Each business wants to attract customers, provide them with a pleasant and fulfilling time, and motivate them to return and tell others.

### **CUSTOMER SERVICE SATISFACTION REACTIONS**

Regardless of the business or service, customer satisfaction ranges along four dimensions on a continuum, from low satisfaction to high satisfaction (Schneider & Bowen, 1999). These dimensions are: (1) outrage, (2) dissatisfied, (3) satisfied, and (4) delighted.

Think about a recent trip you made to the grocery store. How was it? If you were



highly dissatisfied, you were outraged, and you likely vowed never to return, even if it meant driving well out of your way to another store or location. If you were dissatisfied, the experience fell short of your expectations, and you will consider shopping elsewhere, or at best, return without great enthusiasm. If you were satisfied, your expectations were met, and you will go back again. If you were highly satisfied, your expectations were exceeded, and you will likely look for ways to go back to the store, even if it is not necessary or it is out of your way to do so.

What was the highly satisfying experience like? Perhaps, several employees warmly greeted you. Maybe the store had several stations where you could sample food items. The store may have had a number of items on sale and the prices were irresistible. You had your choice of several fast-moving checkout lines, staffed by very friendly people.

Satisfaction reactions yield one of three outcomes: (1) *defection*—you will never partake of the experience again, (2) *ambivalence*—you will repeat the experience, but you will also look at other options and choices, or (3) *loyalty*—the experience is “top of mind” to you and a priority.

We can apply the satisfaction continuum and these reactions to York Rite Masonry. When members are highly dissatisfied, they defect. They not only do not participate any longer, but they renounce their membership or stop paying dues. They may spread negative news and feelings to others, both inside and outside of our fraternity.

When members are dissatisfied or satisfied, they are ambivalent. We are not a priority to them, but they will continue to support the organization. When members are highly satisfied, they are fiercely loyal, and they actively look for ways to help the organization prosper.

The telltale sign, however, is when participants talk with others. Notice that there are two conditions under which participants talk. When they are outraged, they tell others about the experience in a negative way and find ways to spread the

news to anyone who wants to listen. When they are delighted, they evangelize about the experience, and in excited and energetic tones, encourage others to partake of the experience. However, when they are ambivalent, they do not talk with others about the experience.

I believe that we are ambivalent about most of our experiences as customers. Think about a typical day. You filled up your car with gasoline. You bought a cup of coffee and a bagel. You met with a group of colleagues. You went through a fast-food drive-through to get a hamburger. You went to a hardware store and got a tool. You went home and read the paper. All of these simply met your expectations or fell just short. You were neither outraged nor delighted. You said nothing about them to anyone.

But wait: What if someone came over to your car and washed your windshield, checked the air in your tires, and looked under your hood—at a self-service gas station? You would be delighted. You would tell others about your experience. What if you had trouble finding the tool you wanted at the hardware store and it took you 15 minutes to find someone to help? And what if that person didn't know how to help you? And what if he returned later and brought someone along who was rude to you? And what if you got to the checkout line, waited for what seemed like forever, and the price was incorrect? You would be outraged. You would tell others about your experience.

The reality is that most customers are in the dissatisfied-satisfied area. This means they are ambivalent about their loyalty and are most likely to defect in search of another source. This is as true about York Rite Masonry as it is about other experiences. Our “card-carrying” members, who do not attend regularly, are our greatest risk.

### **MEMBERS PARTICIPATE IN YORK RITE EVENTS TO FULFILL NEEDS, WANTS, AND DESIRES**

I will posit that the reason that our members attend York Rite functions is to fulfill needs. These vary considerably.



Some attend for camaraderie and companionship. Others desire to participate in the degrees from our unique ritual. Still others may attend for spirituality, others for food, and others to get their money's worth of activity for the dues they pay.

When members have unfulfilled needs and if their expectations are *violated*, they will express outrage, and they will defect. When members have unfulfilled needs and if their expectations are *not met*, they will be dissatisfied but won't talk. If their needs are met and they are satisfied but won't talk, they are ambivalent, and at risk to defect.

When members have fulfilled needs and if their expectations are *exceeded*, they will be delighted, and they will talk. They will be fiercely loyal to our organization.

#### **SELF-ESTEEM IS A POWERFUL NEED, WANT, AND DESIRE MEMBERS WANT MET BY PARTICIPATION IN YORK RITE EVENTS**

I suggest that self-esteem is a significant "make or break" principle that either enhances or detracts from our members' satisfaction with York Rite Masonry and that results in their reaction from outrage to delight.

Why self-esteem? Regardless of how they spend their time, people want to feel good about themselves. Our members in York Rite Masonry are no exception. People find delight in experiences that make them feel that they have made the proper choices with their time. People want to leave an event feeling better about themselves than when they arrived.

We look for events that reinforce the belief that we have made proper choices in our selections for how we invest our time. The most powerful source for this is the realization that because we have watched or participated in a good degree, updated our mutual lives with our Brethren, eaten a good meal, or felt spiritually fulfilled, we feel better about how we have spent our time.

York rite events provide a unique opportunity for members to enhance their self-esteem. Our events provide members with the unique opportunity to

experience brotherhood and companionship. All of Freemasonry is built upon instantaneous acceptance, as an individual rapidly progresses from *stranger to friend to brother*, meeting on the level, with peace and harmony prevailing.

That is the expectation that our members have when they decide to spend their time at a York Rite event. The question is to what extent does the event provide an experience that fulfills their expectations? To what degree does the member leave satisfied with the experience?

#### **WHEN PARTICIPANTS LEAVE WITH HIGHER SELF-ESTEEM THAN WHEN THEY ARRIVED, THEY ALSO LEAVE WITH EXCEEDED EXPECTATIONS, DELIGHT, AND HEIGHTENED LOYALTY**

Therefore, our challenge in York Rite events is to provide an experience for participants that exceeds their expectations and delights them by raising their self-esteem. This results in loyalty and heightened activity in our organization.

The question remains, then, how do we create a favorable experience? Remember the premise: experiences engage participants in memorable ways.

The most memorable experiences use a mentality of theatre and stage. Anyone who has ever attended a play in New York on Broadway or a production in one of the grand houses in London will not soon forget the pageantry, sophistication, and opulence of the experience. The work by Pine and Gilmore (1999) first applied the idea of the "experience economy" to business.

I will posit, therefore, that in York Rite Masonry we should make an intentional use of services as the "stage" and activities as "props" to engage an individual and provide an individual with a *memorable* event.

To do this, our events must include four elements: (1) entertainment, (2) education, (3) escape, and (4) esthetics. Entertainment provides the "sense." Education provides the "learn." Escape provides the "be." Esthetics provides the "do."



**What about your York Rite events are...**

*Entertaining?* What can you do to get members to attend, stay, and come again?

*Educational?* What can you teach members that they will learn?

*Escaping?* What can you do to get members to concentrate on the "here and now"?

*Esthetical?* What can you do to include an art, a spirit, an altering of feelings?

### **SURPRISE IS THE KEY**

Surprise is the difference between what the member perceives he will get from the experience and what he really gets! When members are pleasantly surprised, they have a greater chance of having their expectations exceeded. This will raise their self-esteem concerning how they have spent their time. Therefore, they will respond with delight, tell others, and we are off to the races!

Use suspense as a tool. Build in some unannounced elements into your event. Drop some hints, but don't "spill the beans." What about bringing in a singer, a humorist, a special program on something cryptic or esoteric? What about making a special dessert, such as Baked Alaska? The possibilities are endless. Inspire some curiosity.

Make sure the surprise is positive! Obviously, delight depends upon the fact that surprise is not only welcomed, but also that it works. A humorist who is not funny will backfire. An educational program that is too simplistic will discourage those who are looking to learn. A dessert that is undercooked is worse than none at all.

There are two key points I want to stress. First, every action you take contributes to the total experience you are staging! The devil is in the details. The execution of an event is only as good as the planning that went into it. A simple project planning chart works well for this. Make three columns on a sheet of paper. In the top row put "What," and in that column, list every possible activity that must be accomplished in order to successfully execute an event. In the

next column, put "When," and place a milestone or deadline date by every activity. Then, reorder each of the activities from soonest to most distant. Finally, in the last column, put "Who," in order to designate the person or persons responsible for that activity.

Second, staging an experience is not the sole responsibility of the presiding officer. Everyone plays a part in crafting a memorable experience. And without involvement, there is no commitment. Every High Priest, T.I.M., Eminent Commander, and all of our other presiding officers should attempt to convert individual tasks to teamwork as much as possible. It is difficult for people who actually contribute to an event to do anything but express excitement and add energy to it.

### **CONCLUSION**

In this paper, I have suggested three things as we consider York Rite Masonry as a customer service experience. First, build the right experience. Second, delight your members with the experience. Third, they will leave with high self-esteem, they will be back, and they will bring others! Can you think of a better way for us to grow?

### **References**

- Pine, B. J., & Gilmore, J. (1999). "The experience economy: Work is theatre and every business a stage." Boston: Harvard Business School Press.
- Schneider, B., & Bowen, D. E. (1999). "Understanding customer delight and outrage." *MIT Sloan Management Review*, 41 (1), 35-45.

**About the Author:** Sir Knight Karl J. Krayer (Ph.D., University of Oklahoma, 1982) is a 30-year York Rite Mason, a Past High Priest, and a Past T.I.M. He is a member of A. C. Garrett Commandery No. 103 and two York Rite Colleges. Karl is a Past President of the Dallas County York Rite Association. He has authored numerous articles in *Knight Templar* magazine since 1976. He is the President of Creative Communication Network in Dallas and a member of the MBA faculty in the Graduate School of Management at the University of Dallas. You can reach Karl at (972) 601-1537 or [karlk224@aol.com](mailto:karlk224@aol.com)

## GEORGE WASHINGTON—MASTER MASON

by William E. Parker

Few indeed are the men revered as is Washington. More than thirty years after our Bicentennial, the 200th Anniversary of the birth of this great nation, what are our thoughts for this man who gave so much for his country and without whose leadership during a trying moment of history it is doubtful that our nation would be as it is today?

It was in February of 1732, 275 years ago, that George Washington entered this world and in December 1799, some 68 years later, that he entered the Grand Lodge Above. What can we say of this man that has not been said before, this man we call the "Father of our Country"? And yet, his place in history is so unique, so important, that a few words bear repeating on the life of this great American, the "Heartbeat of the American Revolution."

As Masons, we believe that his Masonic background was a significant part of his philosophy of life, a philosophy so important in the legacy he left to us, that which we now call our American Way of Life. His deep regard for human liberty and the dignity of man gave strength to our cause at a moment when strength was needed.

Most people are aware of his English ancestry but it is of note to mention that Washington also had a proud French heritage being a descendent of one Nicholas Martiau,

a French Huguenot who emigrated to the United States in 1620. The high moral and industrious qualities of these freedom-seeking people have left an indelible mark upon history.

"In the general darkness of the period of feudal decay," Roche writes, "the enlightenment of the Huguenots who were self-reliant burghers, businessmen and skilled craftsmen, was shown by contrast, though it was only relative. But the candle they lit in that darkness grew into a great flame; and the principles for which they were persecuted, were, in embryo, the same principles, moved from the theological confines, on which the United States of American was founded and for which both the pioneering American Revolution and its offspring, the French Revolution, was fought."

The qualities of character of these early Huguenots were passed down through succeeding generations to Washington that he, like a shining beacon, might illuminate the path amidst the darkness of despair.

Strange indeed are the ironies of history that the events in 17th century France contributed to the birth of a new nation in a new land almost two centuries later. And, stranger still, that it was yet another Frenchman, and a Mason, General Lafayette, who stood side by side with Washington during the stirring days of our nation's birth and whose contributions proved so vital to the successful outcome.



Washington the man and Washington the Mason: Initiated an Entered Apprentice Mason in the Lodge of Fredericksburg, Virginia, in November of 1752, he was Passed in March and Raised in August of 1753 in that same Lodge. He was proud of his membership, saying, "The object of Freemasonry is to promote the happiness of the human race," and in 1788 served as first Master of what is now known as Alexandria-Washington Lodge.

It was perhaps inevitable that, after Washington's magnificent contributions to the nation during the Revolutionary period, he should be named a Virginia Delegate to the Constitutional Convention of 1787, where as Presiding Officer he played a key role in the success of the Convention and ultimately became our first President in 1789. Washington thus became the first Master of a Masonic Lodge to become President, holding, for a time, both that high office and that of Worshipful Master of his Lodge, a rare distinction indeed.

Washington's words upon becoming President reflect well his philosophy: "Integrity and firmness are all that I can promise." What more could a nation ask?

From the very beginning, Masonry has been closely associated with the history of our nation. And never more dramatically evidenced than in 1793 when, wearing a Masonic apron presented to him by General Lafayette and embroidered by Madame Lafayette, Washington in a Masonic ceremony laid the cornerstone of the United States Capitol at Washington, D.C.

In August of 1790, in a letter to King David Lodge, Newport, Rhode Island, Washington wrote: "Being persuaded that a just application of the principles, on which the Masonic

fraternity is founded, must be promotive of private virtue and public prosperity, I shall always be happy to advance the interests of the society and to be considered by them as a deserving brother."

Washington had a deep sense of national union. In a response to an address of Charleston, South Carolina, Masons, he said: "The fabric of our freedom is placed on the enduring basis of public virtue, and will, I fondly hope, long continue to protect the prosperity of the architects who raised it."

In Washington's famous Farewell Address on his retirement from public life, he emphasized that the responsibility for America's destiny rests directly upon its citizens, and he urged Americans to forge a nation of high principles: "Observe good faith and justice toward all nations. Cultivate peace and harmony with all. Religion and morality enjoin this conduct."

Washington served both God and man with the firmness of his convictions. During the darkest days of the Revolution and the cruel winter at Valley Forge, it was Washington who stood firm in the face of adversity and knelt for prayer in the snow to reaffirm his faith in God and seek divine assistance in the justice of his cause.

As his hope was in God, so must we, too, place our hope in God. Washington carried in his heart the ideals of liberty, justice and freedom. As Masons, we must likewise carry forward those same ideals.

Much more could be said about this great American, but I believe the facts speak for themselves far more eloquently than any tribute I might be able to offer—"First in war, first in peace and 'indeed' first in the hearts of his countrymen."

## S.W.P. Alcon Visits Carnegie Assembly No. 80, S.O.O.B.

Mrs. David E. Alcon, Supreme Worthy President of the Social Order of the Beauceant, made her official visit to Carnegie Assembly No. 80 at the Carnegie Masonic Temple, Carnegie, Pennsylvania, in the fall of 2006. Two new members were initiated and welcomed.



Pictured, left to right, are some of the attendees: Mrs. Charles H. Lee, P.S.W.P.; Mrs. William Chishko, new member; Mrs. Michael Tomascin, new member; Mrs. David E. Alcon, S.W.P.; Ms. Donna Faub, President of the Assembly; and Mrs. Howard E. Roe, S. Marshal. (photo courtesy of Mrs. Leslie J. Loomis, President, Elizabethtown Assembly No. 265)

## Elizabethtown Assembly No. 265, S.O.O.B., Pennsylvania



Members of Elizabethtown Assembly No. 265, Social Order of the Beauceant, Elizabethtown, Pennsylvania, are shown with the Teddy bears they collected for children. The bears, the fun emblem of Mrs. Leslie J. Loomis, W.P. of the Assembly in 2006, were donated to the Shriners' Hospital for Children in Philadelphia.

Shown, left to right: front: Mrs. Stephen Koonrad, Mrs. Thomas F. Miller, Mrs. Leslie J. Loomis, W.P.; just behind: Mrs. Alfred D. Much; Mrs. Jay H. Eisenhower, Sr., P.P.; Mrs. John M. Ellerman; Mrs. Jerry J. Hamilton; Mrs. David E. Alcon, S.W.P. and P.P. of Elizabethtown No. 265 and Westminster No. 245; Mrs. George H. Taylor; Mrs. Errol T. Betzenberger; Mrs. Gene C. Bower, P.P. (back) and Mrs. Howard N. Miller, W.P. 2007. (submitted by Mrs. Leslie J. Loomis)

---

## IN MEMORIAM



**Dean Kay Esterly**  
**Kentucky**  
**Grand Commander—2004**  
**Born: October 26, 1929**  
**Died: November 16, 2006**

**Clarence Thomas Finkle**  
**Maryland**  
**Grand Captain General—2006**  
**Born: September 12, 1930**  
**Died: November 23, 2006**

**Donald O. Bickham**  
**Nebraska**  
**Grand Commander—1989**  
**Born: November 20, 1920**  
**Died: December 20, 2006**



## The George Washington Masonic National Memorial Announces Two Major Masonic Digital History Projects—Part I

by Mark A. Tabbert, Director of Collections

Created and governed by 52 American Grand Lodges, the George Washington National Masonic Memorial is dedicated to George Washington, but it is also dedicated as the “National Masonic Memorial.” Inherent in this dual mission is to preserve the memory of not just Brother Washington but of every American who joined the Craft. To fulfill this greater mission, the Memorial will initiate two major digital projects in 2007.

The first project is an on-line database of all duly constituted US Grand Lodges and local Lodges ever chartered. The second is the digitization of every Grand Lodge annual proceedings. Through these two projects, the Memorial will meet the needs of present and future Brothers, but also it will answer the growing number of research questions from scholars, genealogists, and more especially, from men interested in joining the fraternity.

On September 8, 2006, the Memorial held a meeting with Masonic representatives to discuss the projects. Those attending included several Grand Lodge Secretaries, Masonic librarians, and Grand Lodge and non-Mason information technology experts. The attendees agreed the Memorial is well-situated to recommend uniform technological and informational specifications. Furthermore, as it is governed by Grand Lodges, it is a natural neutral institution to coordinate the information owned and maintained by each Grand Lodge. Through the Memorial’s website, on-line researchers could access every Grand

Lodge proceedings, Lodge records, library and museum collections.

Project one is “The National Masonic Research Database.” This on-line database will contain records of every regular and recognized American Grand Lodge since the 1730s. This includes “Modern” and “Ancient” Grand Lodges of early America, as well as Grand Lodges that later divided, such as the Grand Lodge of Dakota, which split into North and South in 1889. From this table, records of every chartered Lodge would be added. Each individual Lodge record would include charter date, location, and if a lodge moved, merged, divided, went dark or was re-chartered in a new Grand Lodge. In short, it would be a genealogical record of every American Lodge.

To initiate this project, the Memorial will license a version of the Masonic On-line Registry Interface (MORI) system from Vita Rara, Inc. ([www.vitarara.net](http://www.vitarara.net)). Specifically designed by Freemasons for Masonic Lodge and Grand Lodge record keeping, MORI will be customized for this project. Through the MORI system, participating Grand Lodges may directly enter their Lodge histories through the Memorial’s website. Or if Grand Lodges already have their Lodge histories in digital format, they can choose to send it to the Memorial for conversion into MORI.

Once its local Lodge records are entered, a Grand Lodge will be free to edit them and post them on its own website. The Memorial will maintain the



unified database and website to present all Grand Lodges and Lodge histories. Once the database is fully functioning, the Memorial and participating Grand Lodges will conduct annual reviews for ongoing MORI upgrades.

For those Grand Lodges that choose to participate and support the project at a determined level, the Memorial has arranged for Vita Rara to provide a full working installation of MORI for its own use. This software includes: membership registry management, subordinate body management, Grand Lodge management and reports, mail room functions, and fund-raising management. Vita Rara will import any existing electronic Lodge and membership records. MORI further includes an on-line Lodge module that allows local secretaries to directly input and manage member records, dues, and finances. Lastly, Vita Rara will provide on-site MORI training to Grand Lodge staff.

The National Masonic Research Database will have two further great advantages. First, once Lodge records have been created, each Grand Lodge will have the ability to add records for deceased and inactive members to the National Masonic Research Database. This can be done by each Grand Lodge or Lodges and members they designate for their jurisdiction. Like the Lodge histories, each Grand Lodge will retain control over which records are viewable by researchers and the public.

The second advantage is that other Masonic organizations could create parallel databases containing their national, state, and local bodies. This means on-line databases of every Knights Templar Commandery, Eastern Star Chapter, Grotto, etc., that ever existed. Furthermore, once Grand Lodges enter their membership records, they could be linked to the York Rite and appendant bodies' databases. In its fullest form, therefore, by finding one Brother within the database, a researcher can discover if that Brother was a member of one Lodge or several Lodges in different states. The record could also include his membership in the York Rite bodies, Eastern Star, and other Masonic organizations. Lastly, the researcher will know when that Brother's Lodge, Chapter, Council, etc., was chartered and if and where it currently meets.

*This article will be concluded in Part II in the March 2007 issue of the magazine.*

*Grand Lodge officers and other Masonic leaders interested in receiving project prospectus should contact Mark Tabbert, Director of Collections, GWMNM at [mtabbert@gwmemorial.org](mailto:mtabbert@gwmemorial.org) or call (703) 683-2007, ext. 17.*

Mark Tabbert, 33°, is a Past Master of Mystic Valley Lodge, Arlington, MA, a member of the Society of Blue Friars, and the author of *American Freemason: Three Centuries of Building Communities*.

### RECIPIENTS OF THE GRAND ENCAMPMENT MEMBERSHIP JEWEL

- 569. Leon Weber, Crawfordsville Commandery No. 25, Crawfordsville, IN. 11-24-2006.
- 570. Craig S. Davis, Watauga Commandery No. 25, Johnson City, TN. 12-1-2006.
- 571. Salvatore J. Busuito, Redford Commandery No. 55, Westland, MI. 12-29-2006. (bronze cluster)





# Sir Knight Branch Rickey: The Man Who Changed Baseball the Most

by Dr. Ivan M. Tribe, KCT, KYCH, 33°

**M**any if not most of the great Masonic baseball players have had their careers profiled on these pages. Ty Cobb, Christy Mathewson, Rogers Hornsby, and Cy Young are just a few of the diamond heroes who have been chronicled in *Knight Templar*. The subject of the following sketch was a mediocre player with a .239 lifetime batting average and compiled a losing record in more than a thousand games as a manager (.473). Yet as a general manager and franchise executive, he may well have had more positive influence than any other individual player. Sir Knight Wesley Branch Rickey; through his development of the "farm system," racial integration of the game, advocacy of continental expansion, and a number of lesser innovations; did much to make the sport what it has become today.

Wesley Branch Rickey was born near Little California (later renamed Stockdale) in Pike County, Ohio, on December 20, 1881, the middle of three sons of Frank and Emily Brown Rickey. The Richeys were a struggling farm family who learned the virtues of hard work raising corn sorghum, hogs, and cattle on their hilly acreage. Although Frank's family had been of the Free Will Baptist faith, he gravitated toward Emily's Methodist Protestant church, naming their son for the founder of that denomination. In 1883 the family moved to Duck Run in Scioto County, which later gained a minor fame as the boyhood home of movie cowboy (and Sir Knight) Roy Rogers. In 1892 they made their final move to another small farm at the edge of the village of Lucasville. Since Rickey had two cousins with the first name of Wesley, he stopped using this name at the age of twelve and became known simply as "Branch." By this time he had also met Jane Moulton,



*Sir Knight Branch Rickey in his prime as  
General Manager of the St. Louis Cardinals*

the daughter of Chandler Moulton, a local merchant, politician, Mason, and member of Calvary Commandery No. 13 in nearby Portsmouth, Ohio. In 1906 Jane and Branch married, a union that would endure for fifty-nine years and result in six children.

The Richeys may not have had much wealth, but they were strong advocates of education, and Branch's older brother Orla obtained a teaching certificate first, and Branch soon followed him into that profession. Orla also introduced his sibling to baseball when the elder came home from his first teaching job in the spring of 1895. The brothers became dedicated Cincinnati Reds fans, and as Orla (also a Mason) was a fair left-handed pitcher, Branch became a catcher. Branch passed his exam for teaching and taught two years at Turkey Run

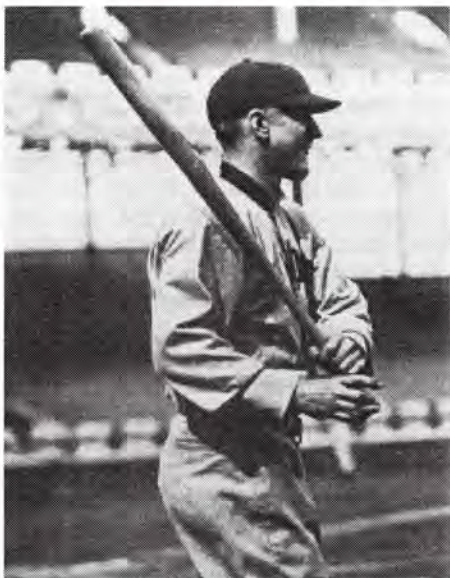


School, a community some fourteen miles from Lucasville. Before reaching his twentieth birthday, Rickey had completed his teaching experience and entered Ohio Wesleyan University in Delaware, Ohio, in September 1901.

At OWU Branch played football, basketball, and baseball and did well in his studies. In the Summer of 1902, he played baseball for a semipro team and lost his amateur status with the Ohio Wesleyan nine. However, he became the team coach and continued to play other sports. One of the more defining moments in Rickey's life was his observation of the discrimination that his African American first baseman had to endure. It would later play a major role in his own career. After his graduation he began catching for Dallas in the Texas League. Before entering professional ranks, he made a commitment to his mother that he would neither play baseball nor even enter the ballpark on the Sabbath, a promise that he zealously kept for sixty years. When Dallas sold his contract to the Cincinnati Reds without telling Manager Joe Kelly, the latter was infuriated and team owner Garry Herrmann (a Mason) was more understanding, but nonetheless returned Rickey and his contract to Dallas. In the fall, he coached football and taught at Allegheny College.

Later the Chicago White Sox purchased Rickey's contract and then traded him to the St. Louis Browns, where he made his major league debut with the Browns on June 16, 1905, going hitless in three trips to the plate. Meanwhile, Branch returned to Allegheny and vowed that the following year would be his last in baseball; his prime interest was in securing money for law school. Engaged to marry Jane on June 1, 1906, he took a few days off from baseball and came home to Lucasville where he took his Entered Apprentice degree in Lucasville Lodge No. 465 on May 31, 1906, and married his betrothed the following morning. The honeymoon consisted of rejoining the team on an eastern road trip. As events turned out,

Rickey had his best year as a player batting .284 in sixty-one games. He also went back to Allegheny College in Pennsylvania and left the Browns in September prior to the season's end. He decided against leaving baseball, but events the following year would soon bring his playing career to an end. While under contract to the New York Highlanders, he had a miserable year at the plate. His batting average dropped to .182, but even worse his throwing arm went dead, and after thirteen runners stole bases on him in a single game, he knew it was over.



*Rickey as a weak-hitting, worse-throwing catcher for the New York Highlanders—1907*

Deciding to enter law school, he worked for the YMCA at OWU through the winter of 1907–1908 and also gave temperance lectures throughout Ohio during the summer and into the fall. He also campaigned for William Howard Taft for President and found time to complete his Masonic work, being passed a Fellowcraft on July 9, 1908, and raised to the sublime degree of Master Mason on August 10, 1908. He remained a member of Lucasville Lodge until 1920 when he



demitted to a Missouri Lodge having had residence in St. Louis since 1913. Diagnosed with tuberculosis that winter, he spent several months in a sanitarium in the Adirondacks.

In 1909 Branch Rickey entered law school at the University of Michigan and was graduated in 1911. He also coached the Wolverines baseball team in the spring. He and two other Ohio Wesleyan alumni started a law practice, but business was so poor that he returned to Ann Arbor in the spring of 1912 to coach the Michigan nine. In the summer of 1912, the new owner of the St. Louis Browns offered him a job with the organization. By August 1913 he had become the Browns' manager. The St. Louis American League team was not very successful, but Rickey lifted them from seventh to fifth place in 1914. The next year they fell back to sixth but acquired the man who would become their greatest player in George Sisler (who later became a Mason).

When Phil Ball became Browns owner in 1916, Rickey was removed as field manager but was retained as general manager. The two apparently did not care for one another personally (although ironically, both later belonged to the same Blue Lodge). After that season Rickey was hired to become president-general manager of the St. Louis National League team, the Cardinals. Neither team in the River City had been particularly competitive, but in time, the Ohio native would build the Cards into a real powerhouse. World War I intervened, and Rickey spent several months in military service with the rank of major, instructing soldiers in how to cope with the challenges of mustard gas. Back in St. Louis, he took over the field manager's job, but he relinquished the club's presidency to Sam Breadon, a wealthy auto retailer. In 1920 Rickey must have felt sufficiently settled in St. Louis for he demitted from Lucasville Lodge and affiliated with Tuscan Lodge No. 360 on March 15, 1921. Other members of this lodge at one time or another included Phil Ball, owner of the Browns, and two mem-

bers of the Spink Family of *The Sporting News* fame. Branch retained membership there for twenty-three years before transferring again, by demitting on June 20, 1944, and affiliating with Montauk Lodge No. 286 in Brooklyn on October 2, 1946. Not long after departure from the Dodger organization, he demitted from Montauk Lodge on May 16, 1951, affiliating with Bellefield Lodge No. 680 in Pittsburgh, Pennsylvania, on November 9, 1951. He retained his membership in that lodge for the rest of his life.

According to his entries in *Who's Who in America* in the 1960s, Rickey was identified as a member of the Scottish Rite, Knights Templar, and Shrine, but the location of these memberships is not mentioned; however, the author was able to find the following information: Branch Rickey joined Mount Vernon Chapter No. 23, R.A.M., and Solomon Council No. 79, R. & S.M., both in Portsmouth, Ohio, probably late in 1916. A brochure obtained by Sir Knight Tim Martin, P.C. of Calvary Commandery No. 13 in Portsmouth, suggests that he and four others from Lucasville were slated to receive the Chivalric Orders on December 26 and 29, 1916. However, according to Grand Commandery of Ohio records, he took the Order of Red Cross and Order of Malta on April 23, 1917, and was created a member of the valiant and magnanimous Order of the Temple on April 27, 1917, in Calvary Commandery No. 13, Portsmouth, Ohio. Perhaps he missed the December 1916 dates and made them up the next April. Also, Branch's brother Frank joined the Chapter and Council in 1916-1917. Two persons named Moulton, likely in-laws, were also scheduled to take the Commandery degrees in December 1916. Rickey's membership in Calvary Commandery ceased in July 1933. His further York Rite memberships are unknown at this time.

By 1921 Rickey had piloted the Cards to a third place finish and their first real superstar had come of age in the person of Rogers Hornsby, who won the first of



six straight batting titles in 1920. During the early twenties, Branch Rickey developed one the greatest innovations yet known to the National Game; this was what became known as the "Farm System." The Cardinals either owned controlling shares or had established working agreements with a number of minor league teams. They held tryout camps all over the country supervised by Rickey's staff of scouts, signed promising players, and optioned them to these minor league teams where their development was closely watched and promoted as they progressed. The more significant "higher" minor league teams over the next twenty or so years included the Rochester Red Wings in the International League, Columbus Red Birds in the American Association, and Houston Buffaloes in the Texas League. But there were numerous others in the "lower" minors. By 1940 the St. Louis farm system included thirty-two clubs owned outright and another eight with which they had working agreements. As Cardinal teams won pennants in 1926, 1928, 1930, 1931, 1934, 1942, 1943, 1944, and 1946, the overwhelming majority of their talent pool came from their farm system. Since this setup produced more good players than the Cardinals could use, they sold or traded the excess to other teams at a handsome profit. Despite critics, other franchises soon began to develop their own farm systems, although never as complex as the Cardinals in the Rickey era and for a few years thereafter.

In 1925 Branch Rickey relinquished managing the Cardinals but still remained as General Manager through 1942. Bringing six league championships and three World Series winners to a franchise that had once been considered a perennial loser, made "The Mahatma," as he was becoming known, one of the game's top executives. An often overlooked characteristic of Cardinal strength in this period was the sizable number of other Masons within the Rickey stable of players, coaches, and minor league man-

agers in this period. They included such figures as Rogers Hornsby, Frank Frisch, Rip Collins, Billy Southworth, Taylor Douthitt, Bill McKechnie, Clyde Sukeforth, Estel Crabtree, Burt Shotton, Les Bell, and Pepper Martin. Yet tension was brewing within the top echelons of St. Louis management. Sam Breadon wanted more control and resented the high (\$75,000) salary that the General Manager commanded.



*Sir Knight Rickey as  
Cardinal Vice President—1925*

Rickey left the Cardinals at the end of the 1942 season but soon got an opportunity to build another ball club as Larry McPhail left the Dodger organization to join the war effort and suggested Rickey to become General Manager of the Brooklyn franchise. The Mahatma soon set out to do for Flatbush what he done for the Cardinal organization. He worked to build up a Dodger farm system and generally strengthened the so-called Bums. Rickey's leadership brought two pennants to Ebbets Field, two second place finishes, and three thirds. Only in 1944 could a season be termed a failure. Ironically, the Cardinal franchise, still essentially based on the "house that Rickey built," continued as Brooklyn's chief rival in this period under the field



leadership of Billy Southworth and Eddie Dyer.

Branch Rickey's main contribution to the game in this era was the racial integration of the long segregated system. Rickey came from antislavery forebears and had long remembered the treatment Charles Thomas had faced as a player for Ohio Wesleyan more than four decades earlier. He knew that it would take a very special person to break the color barrier. The Mahatma found such a person in Jackie Robinson, an all-around athlete capable of keeping his temper under control in the face of adverse racial taunts and jeers. After a year at Montreal in the International League, Robinson was deemed ready and experienced an outstanding year while enduring a wave of poor treatment. Once the barrier was broken, other African Americans had succeeded in the game including such other Rickey discoveries as Roy Campanella, Don Newcombe, Dan Bankhead, and Joe Black. It took a decade for every team to have an African American on their squad, but Rickey's great experiment became a true American success story. Before he died Jackie Robinson was alleged to have said that Rickey had done more than anyone other than Abraham Lincoln to elevate his race.

Branch Rickey's Dodger teams in this era were a colorful bunch and among the more remembered by Brooklyn fans. They included such personalities as Duke Snider, Gil Hodges, and Pee Wee Reese, in addition to the aforementioned African American super stars. Carl Erskine and Bobby Bragan rank among the more significant Masonic players of that era, but those on the sidelines contributing to Brooklyn success in those times must take into account such figures as Burt Shotton, Clyde Sukeforth, Jake Pitler, and Branch Rickey, Jr. The latter had been raised in Baldwin Lodge



*Branch, Branch Jr., and Jane Rickey celebrate a birthday*

No. 1047 in Baldwin, New York, in 1948 and later affiliated in 1960 with Fox Chapel Lodge No. 784 in Sharpsburg, Pennsylvania, where he remained until his death the next year.

Despite his achievements in Brooklyn, a power struggle for control of the franchise had begun to shape up between Rickey and rival stockholder, Walter O'Malley. To make a long story short Rickey lost the battle, but the Dodgers continued to do well largely with the teams that he had developed. Meanwhile Branch was soon hired—on November 3, 1950—by an old friend John Galbreath (of University Lodge No. 631 in Columbus, Ohio) as General Manager of the Pittsburgh Pirates. The Bucs were badly in need of rebuilding, and the challenge would be one of his most difficult.

Under Rickey's front office direction, the initial conclusion would be that his five years at the helm were a failure as the Pirates finished seventh once and in the cellar four times in a row. The 1952 version of the Bucs would be remembered as one of the worst in modern his-



tory. Yet a closer look reveals that the core of the championship team of 1960, either came up through Rickey's farm system, had been retained and further developed under Rickey, or drafted out of the Dodger organization by him, such as Roberto Clemente and Elroy Face. As in prior times, a number of these persons were Masons (e.g. Fred Haney, Bob Friend, and Dick Groat) as were such front office figures as Tom Johnson and Rickey's successor, Joe Brown.

After 1955 Branch Rickey's Pirate connections were relatively minimal, but, as demonstrated above, much of the later Pirate success virtually had his initials all over it. In 1959 he began to conceive an idea for a third major league—the Continental. While this operation never got off the ground, it influenced the expansion moves of the other two leagues and thus served a significant purpose. In 1960 Rickey moved back to St. Louis and to a secondary position in the Cardinal organization. Although his main job was to provide advice, it was seldom solicited and even less often followed. As Rickey biographer, Murray Polner, demonstrates, it mostly made two key figures in the front office—Bing Devine and Richard Meyer—feel more insecure. But the truth was that “the Mahatma” was beginning to age more rapidly. Branch Jr. died in 1961, and Rickey himself began to fail. During a speech at Columbia, Missouri, on November 13, 1965, he collapsed and soon lapsed into a coma. Death came on December 9, 1965. At his funeral, Jackie Robinson

contended that only Abraham Lincoln had done more for African Americans than Rickey. Ultimately, his remains were interred in the Rush Township Cemetery overlooking the Scioto Valley, about three miles from his boyhood home in Lucasville, where Jane (who died in 1970), his parents, his brothers, and three of his children also rest.

In his time Brother Branch Rickey ranked as one of the major figures in both sport and society. In addition to his aforementioned accomplishments, he can be accredited with such innovations as sliding pits, team air travel, batting cages, batting helmets, and promoting knothole gangs. Masons everywhere should revere him not only for his achievements but also as one who exemplified the highest tenets of our profession: brotherly love, relief and truth.

Note: The major biography of Branch Rickey is Murray Polner's *Branch Rickey*, (1982). Also important is John C. Chalberg's *Rickey & Robinson* (2000). For his Masonic record, I am indebted to George O. Braatz of the Grand Lodge of Ohio, Ron Miller and Sandy Clark of the Grand Lodge of Missouri, Thomas Savini of the Livingston Library of the Grand Lodge of New York, and Glenys A. Waldman, librarian at the Archives and Library at the Grand Lodge of Pennsylvania in Philadelphia. For Commandery information, I am indebted to Sir Knights Tim Martin and Richard Palm.

Sir Knight Ivan M. Tribe, KCT, KYCH, 33°, and a professor of history at the University of Rio Grande, Rio Grande, Ohio, is a Past Commander of Athens Commandery No. 15, Athens, Ohio. He resides at 111 East High Street, McArthur, OH 45651-1111.



**KCT and GCT Award Recipients:** A 2½ inch diameter, embroidered emblem has been produced for use on mantles and blazers of KCT recipients. The emblem is to be centered on the Cross that adorns the left side of the mantle or ceremonial robe or on the left side (on pocket) of a dress blazer. The same use is required for the GCT emblem which is bordered with a wreath. The cost of the KCT emblem is \$8.50 plus \$3.00 shipping and handling, and the cost of the GCT emblem is \$10.00 plus \$3.00 shipping and handling. Contact: Jon Patrick Sweet, 7474 Benton Street, Westminster, CO 80003-7001, or phone (303) 430-8483.



## Thanksgiving Service of Knights Templar of Long Island, New York

Members of the Knights Templar of Long Island, New York, had a special service of Thanksgiving at the Half Hollow Community Church of Dix Hill, Long Island. The Reverend Juanita Duryea Hilsenbeck (in front, in robe), wife of Walt Hilsenbeck, P.C. of Nassau Commandery, is the pastor of this tiny 130-year-old church. The Past Grand Commander (2005) of New York, Sir Knight George



Harrison (third from left in back row) and his lovely wife Ernie participated in the service, and the ladies of the church held a coffee in their honor. Activities of the Sir Knights include a fund-raiser for KTEF, a Christmas Observance at the Hilsenbecks' home, and work with Rev. Jaunita at a nursing home.

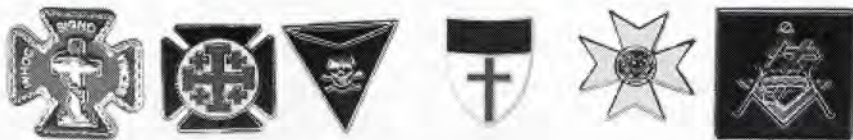
## Supreme Worthy President of S.O.O.B. Visits Billings Assembly No. 194, Montana, on Their 50th Anniversary



Billings Assembly No. 194, S.O.O.B., was honored by the Official Visit of Supreme Worthy President Mrs. David Alcon, who also shared in the celebration of their 50th anniversary. The fall meeting was preceded by a special dinner at which time a brief history of their early years was read by Mrs. Arloa Weiss, P.P., who is a member of the Supreme Jewelry Committee. Also, a special "Hat" program involving all the members present was presented by member, Mrs. Stephen Marsh.

In the picture in the center of the front row is S.W.P. Mrs. Alcon. On her left is the Worthy President, Mrs. John E. Johnson, and Mrs. Allen Keebler, charter member. On Mrs. Alcon's right are Mrs. Robert E. Danskin, P.S.W.P., and Mrs. Clinton Cox, Past President and charter member. They are surrounded by faithful members of Billings Assembly in Billings, Montana. Two other charter members, Mrs. Leonard Hiestand, P.P., and Mrs. Wade Sanderson were unable to attend. (submitted by Mrs. Robert E. Danskin, P.S.W.P.)

## Tennessee Commandery Sells Lapel Pins To Benefit the Knights Templar Eye Foundation



This year at the 145th Annual Conclave of the Grand Commandery, Knights Templar of Tennessee, Manchester Commandery No. 40 presented a donation of \$6,688 for the 38th Annual Voluntary Campaign of the KTEF. Once again, the primary source of the year's donation was from the sale of a late 1800's Knight Templar apron lapel pin and 5 other pins. All profits go to the KTEF. The pins (above) are still available at a cost of \$6.00 each, postage included. They are, left to right, above: Mediterranean Pass, Knight Crusader of the Cross, 1800's Apron, Beauceant Shield, Malta, and Knights Templar/Blue Lodge. Remember: **All profits go to KTEF.** Send check or money order payable to: Manchester Commandery No. 40, C/O Garry L. Carter, Recorder; 424 Winchester Hwy.; Hillsboro; TN 37342. All 6 pins can be viewed at the website: [www.YorkriteUSA.org](http://www.YorkriteUSA.org).

### How Will You Pay for Expenses That Medicare Doesn't Cover?

You owe it to yourself to find out about the Knights Templar Medicare Supplement Insurance designed for Sir Knights and their ladies.

With the high cost of health care today, the Grand Encampment of Knights Templar Medicare Supplement Insurance Program is becoming a necessity for more and more of us. That's why it is good to know that you now have a choice of Medicare Supplement coverages under our plan at very affordable rates.

Under the Knights Templar Medicare Supplement Plan, you will benefit in

many ways: You have the freedom of choosing your own doctors and hospitals, there are no health questions or medical exams to qualify, there is no waiting period for pre-existing conditions if you switch plans or are about to turn 65, and there is hassle-free claims processing in about 7 days!

To make sure you can pay for the expenses Medicare doesn't cover, call (800) 749-6983 for the Grand Encampment of Knights Templar Medicare Supplement Insurance Plan information and enrollment kit.

### How Long-Term Care Insurance Can Help Protect Your Financial Independence

Chances are that you or someone you love will need nursing home or in-home care someday. With costs on the rise, this kind of care can diminish a lifetime of savings.

Long-term care insurance helps protect your financial independence and your dignity by giving you the freedom of choice to receive care in your own

home, if medically appropriate, or at a facility you select. Plan today, so that you can be better prepared to spend tomorrow on your own terms.

For more information about the Grand Encampment of Knights Templar endorsed Long-Term Care Insurance Program, call toll free of charge: (800) 336-3316.



## SALE OF CALIFORNIA COOKBOOK TO BENEFIT THE KTEF

The Grand Commandery of California is selling cookbooks, shown right, to benefit the Knights Templar Eye Foundation. Entitled "California Gold," the book is a compilation of recipes submitted by Sir Knights and ladies of the Commanderies of California. It is bound in a 3-ring loose-leaf format and contains 750 recipes. The books sell for \$20.00 each, and **the entire amount goes to the KTEF.** They are able to do this because the publication cost of the books was covered by private donations. Make out checks to: Knights Templar Eye Foundation. Send to: Dan McDaniel, Attn: Cookbooks, 1250 Peterson Court, Los Altos, CA 94024.



A COLLECTION OF  
FAVORITE RECIPES FROM  
KNIGHTS TEMPLAR COMMANDERIES  
OF THE STATE OF CALIFORNIA

ALL PROCEEDS TO BENEFIT KNIGHTS TEMPLAR EYE FOUNDATION

## SUMMER UNIFORM SALE AIDS KNIGHTS TEMPLAR EYE FOUNDATION

Milford Commandery No. 11, Milford, Massachusetts, is offering a complete summer uniform and accessories (no pants or shoes) for \$150.00. (G.C. and P.G.C. add \$35.00 for gold decoration on cap visor.) The uniform includes white military style cap with insignia, short sleeve shirt, shoulder rank insignia, collar insignia, metal ribbon bar, name plate, plain black tie, tie clasp with cross and crown, and shipping and handling. Send us your cap size, shirt size, rank, Commandery name and number, choice of engraving on the tie clasp (plain/Knight Templar/your state/Commandery name and number) to the address below. For further information or to request an order form for your state (include a stamped, self-addressed envelope), send to Milford as indicated below or e-mail: [cwwinterhalter@aol.com](mailto:cwwinterhalter@aol.com). Make checks payable to: Milford Commandery No. 11. Mail to: Milford Commandery No. 11, C/O Robert P. Winterhalter, P.O. Box 321, Ashland, MA 01721-0321. **All profits go to the Knights Templar Eye Foundation.**

## MILFORD COMMANDERY POLO SHIRTS BENEFIT KTEF

Milford Commandery also offers top quality white polo shirts with pocket. These shirts have your choice of embroidered insignia in full color (nonfading). Select from: Templar Cross, Cross and Crown, Royal Arch Mason, Royal and Select Master Mason, Cryptic Mason, York Rite, KYCH, York Rite College, and Masonic Square and Compass. We also offer a lady's shirt with Social Order of the Beauceant or any of the above emblems. Each shirt is \$30.00, plus \$5.00 S & H. You may add your name or nickname to the right side for \$5.00 additional. Royal Arch Mason shirts are also stocked in red, and Masonic Square and Compass may be had on white or royal blue shirts. There are eleven other colors available on special order. We also offer great 3-season jackets and a light weight flannel-lined jacket. Make checks payable to: Milford Commandery No. 11. Send to: P.O. Box 321, Ashland, MA 01721-0321. For further information, write us at this address or e-mail: [Cwinterhalter@aol.com](mailto:Cwinterhalter@aol.com). **All profits go to the Knights Templar Eye Foundation.**





# Knight Voices

To place your "Knight Voices" item on the waiting list for publication, type or print it and send to Editor, Grand Encampment of Knights Templar, Post Office Box 478448, Chicago, IL 60647-8448. Items submitted to Knight Templar that refer to Templar or Masonic subjects will continue to be printed free of charge. All other items should be accompanied by a \$5.00 remittance made payable to the Grand Encampment. Any submission may be subject to editing. You must submit a written request and check, if applicable, for each time you want your ad to run. Each request must be separate and at monthly intervals, not several at the same time. All other requests for repeat ads will either run just once or will be returned to sender.

■ For sale: lapel pins. The 64th Triennial Conclave Committee is offering a lapel pin (2 knights on horseback) for \$6.00 each, including S & H. Checks payable to *64th Triennial Conclave Committee, C/O E. K. Longworth, 502 Wentworth Avenue, N.E.; Roanoke, VA 24012-3545*. This is a fund-raiser for the 64th Triennial Conclave.

■ For Sale: Memorabilia from the 63rd Triennial Conclave: We have extra belt buckles and lamps from the 63rd Triennial Conclave. The buckles are western style; they were sold during the past three years. We will mail them to you for \$30 each, postage paid. The lamps are the Lone Star style lamp and were the gift at the banquet. They are \$25 each, postage paid. Send your orders to: Attn: K. B. Fischer, 63rd Triennial, P.O. Box 263430, Houston, TX 77207-3430.

■ The Grand Commandery of Illinois is planning its 150th anniversary to be held in 2007. Part of the program is the issuance of a commemorative pin, available at \$5.00. Send to *William H. Brown, G.C., 4100 North LeClaire, Chicago, IL 60641*.

■ For sale: red, white, and blue "EYE GAVE" pin, a fund-raiser for the Knights Templar Eye Foundation, sponsored by the Grand Commandery of Minnesota: \$5.00 each including S & H. All proceeds to KTEF. Checks payable to *Minnesota Grand Commandery*, and send to *Allan Kauppi, 10508 Redwood Street, N.W., Coon Rapids, MN 55433*.

■ For sale: C.P.O. coats, poly-wool, summer weight; call for available sizes: (740) 927-3586. \$23.00, includes shipping and handling. 10% of all sales will be donated to KTEF. *General Merchandise Company; 13690 Broad Street, S.W.; Pataskala; OH 43062*.

■ For sale: gold-finish sword lapel pins: men's pin: 1 and 1/4 inches long, with red stone in the center of the hilt, \$7.00 each, and ladies' pin: 2 and 1/2 inches long, with clear stone at the top of the hilt and a red stone in the center of the hilt, \$12.00 each; prices include S & H. Check or MO to *Melrose Commandery 159th Grand Conclave, 17120 Theiss Mail Road, Spring, TX 77379*. E-mail *pewunsche@sbglobal.net* 10% to KTEF. The pins are a special project for the 159th Annual Conclave of the Grand Commandery of Texas.

■ For Sale: Middle Georgia Chapter No. 165, R.A.M., the first Chapter to be chartered in Georgia in 25 years, is selling its newly minted shakels for \$10.00 each or 2 for \$15.00, postpaid. Each is mounted in a 2x2 coin folder and comes with a sealed certificate of authenticity. Orders to *A. Neal Mimbs, 708 Jeanette Street, Cochran, GA 31014*; e-mail *anealmimbs@bellsouth.net*

■ For sale: Lloyd L. Gibson Chapter No. 481, R.A.M., Channelview, Texas, is selling their newly minted, 50-year commemorative mark/penny for \$10.00 each, postpaid, with a certificate of authenticity. Penny is made of antique bronze (looks like gold). This is a fund-raiser for our 50th anniversary, and a portion of proceeds will go to KTEF. Checks or MOs to *Lloyd L. Gibson Chapter No. 481, R.A.M.*, and send to *Lloyd L. Gibson Chapter No. 481, R.A.M., P.O. Box 972, Channelview, TX 77530*.

■ Fund-raiser for Masters, Wardens, and Secretaries Association, District 82, Grand Lodge of Texas: copper horseshoe with square and compass on a lapel pin for \$5.00 each, postpaid. 10% of proceeds to KTEF. Checks payable to *M W & S Assoc., Dist. 82* and send to *Neel A. Wright, 1211 E. 43rd Street, Odessa, TX 79762, (432) 366-3806*.

■ Peruvian Masonic pennies: Leoncio Prado Lodge No. 51, Huanuco, Peru, is selling genuine 10 centimos coins with the Masonic logo stamped on the front to raise funds for building maintenance. The price is \$1.00 each, minimum order of 5 coins with postage paid. A donation will go to the KTEF. *Manuel G. Rengifo, 106 Oak Court, Tullahoma, TN 37388*.

■ King Hiram's Lodge of A.F. & A.M., in Provincetown, MA, is actively seeking the loan of Masonic artifacts that may have value in an upcoming exhibition for the 100th anniversary of the laying of the cornerstone of the Pilgrim Monument in August 2007. This exhibition will demonstrate the connections of the Lodge and other benevolent organizations with the community. Any objects that hold historical value for King Hiram's Lodge, including Chequocket Chapter, Order of the Eastern Star, Joseph Warren Royal Arch Chapter, and Anchor and Ark (currently Anchor Inn) are also encouraged. If you have artifacts from other local benevolent organizations, we will be happy to direct you to the



proper sources. For more info or to verify objects, writings, and memorabilia, please contact *Ross Sormani* at (508) 361-1201 or *King Hiram's Lodge*, P.O. Box 1474, Orleans, MA 02653.

■ **2008—200th anniversary of Masonry in Ohio:** Now, you can help insure that this celebration will be a great success by purchasing a beautiful, 200-piece jigsaw puzzle depicting Brother George Washington opening his lodge in 1788. This 16 x22-inch art reproduction is an exact copy of the painting that hangs in many Ohio lodges. Help us get ready for the 2008 bicentennial, and own a real piece of Masonic history: price \$15.00 plus \$3.00 S & H. Each puzzle is packaged in a round, airtight can. To order call (614) 855-1401, or send payment and request to *P. Pat Davis*, 8359 Morse Road, New Albany, OH 43054; online at [www.ppdavis1@earthlink.net](mailto:www.ppdavis1@earthlink.net) **Proceeds to benefit the 2008 Bicentennial Fund.**

■ Help the children: Lodge auto tags with blue vinyl letters on white, 6 x12-inch aluminum, include lodge name and number, square and compass, F & AM (AF & AM, AAFM, etc.), city and state: **\$8.00 each and one free tag with every 10 ordered.** Shipping for 1 to 5 is \$5.00, 6 to 10 is \$7.00, 11 to 20 is \$10.00 to same address in US. **\$2.00 from each tag donated to the Georgia Masonic Children's Home Endowment Fund.** Send info, check or money order to *Ernest P. Gentry*, 893 Brookside Drive, Winder, GA 30680-2848, e-mail [tagmaker@att.net](mailto:tagmaker@att.net)

■ **Cochran Lodge No. 217, F. & A.M., Cochran, Georgia**, is continuing its long-term charity project: In addition to the Masonic and Shrine jewelry boxes, we are now offering O.E.S. jewelry boxes: all are approx. 5.5 x5.5 x2.5 inches in size, constructed of exotic woods from Central America, and hand-crafted with an interlocking design. **All profits go to Masonic charity with a portion going directly to the Georgia Masonic Children's Home Endowment Fund.** The price for each box is \$20.00, plus \$6.00 S & H. Postage is pro-rated on bulk orders; please contact e-mail below or call (478) 934-7236 for pro-rated S & H rates. Check or MO to *Cochran Masonic Lodge No. 217* and mail to *Harry A. Bruno, Chairman; Cochran Masonic Lodge No. 217, F. & A.M.; P.O. Box 732; Cochran; GA 31014*; or e-mail [charry217@bigfoot.com](mailto:charry217@bigfoot.com)

■ For sale: peel-off, vinyl, royal blue square and compass decals designed to fit on your license plate or window, 2 inches high, 1 inch wide. 6 vinyl decals for \$5.00, postpaid. **Also**, approx. 4-inch reflective-chrome, vinyl square and compass, Past Master or Shrine decals to fit on your taillights, only \$5.00 per set of 2, postpaid. **Also**, black vinyl, square and compass decals, 3/4 by 3/4-inch, designed to place on the photo or list of your Past Masters who have gone on to that Celestial Lodge Above. 10 decals for only \$5.00, postpaid. **All profits go to our Masonic Widows' Fund.** *Joe Allen, P.M., Sec.; Cochran Masonic Lodge No. 217, F. & A.M.; P.O. Box 732; Cochran; GA 31014.*

■ For sale: Represent Masonry with pride with your very own Masonic promotional and presentation merchandise. Everything is reasonably priced and beautifully customized to fit any budget. Promotional items are great for fund-raisers, anniversaries, installations, or any other event. Choose from a wide variety of custom-printed Masonic favorites such as lapel pins, die cast coins, coffee mugs, pens, pencils, Christmas ornaments, plates, belt buckles, key tags, and wooden nick-

els, just to mention a few. For a free color brochure, testimonials, and generic price list contact *Frank Looser*, (800) 765-1728, 809 Cobble Cove, Nashville, TN 37211, or e-mail [fhj@comcast.net](mailto:fhj@comcast.net) or visit [www.cnfinteractive.com](http://www.cnfinteractive.com) % to KTEF.

■ For sale: custom-made gavels from God-given, beautiful hardwoods or four different, laminated hardwoods. Excellent gifts and treasured inheritance. **All proceeds for the Knights Templar Eye Foundation.** \$35.00 each, \$6.00 S & H. *The Gavel Man*, 117 Demere Oaks Circle, St. Simons Island, GA 31522, (912) 634-0818.

■ Wanted: Masonic Chapter pennies by avid collector. I have been building this collection for 35 years and still need many pieces as I am collecting all varieties. These one day will end up in a Masonic museum. Why not find a home for your mark? I will gladly send you a check for one piece or will buy your collection. If you collect, I will gladly exchange. I will answer all letters. **Especially needed are Iowa, Michigan, Alaska pennies.** *Maurice Storck, Sr.; 775 W. Roger Road, No. 214; Tucson; AZ 85705, (520) 888-7585.*

■ Planning a Rusty Nail Degree? We have pins and certificates available at \$35.00 per unit. (A unit consists of 5 pins and 5 certificates, S & H included.) Please include your lodge name and number with your order if you wish to have them printed on your certificates. Make check out to *Tom A. Stevens*, 5 Old Duxbury Court, Fairfield, OH 45014. Phone (513) 942-2490; fax (513) 272-2830. Proceeds go to the John Hayes Gerard Masonic Scholarship Fund and 10% to KTEF.

■ Spring of Acacia pin: each handcrafted pin is 24 karat gold vermeil finished; it will make a nice gift for the newly raised Brother; price is \$10.00 each, including S & H. Also available is the four immortal chaplains lapel pin, a beautiful pin honoring the chaplains who sacrificed their lives by giving up their lifejackets in order to save the lives of others. The price per pin is \$8.00 ea. including S & H **10% to KTEF.** **New item:** Sept. 11 Memorial Masonic lapel pin, \$8.00 each, including S & H—to commemorate members who lost their lives in terrorist attack—**proceeds to KTEF.** *S. Kenneth Baril*, 6809 Main Street, Apt. 2 West, Cincinnati, OH 45244-3470, (513) 272-2815, fax (513) 272-2830.

■ For sale: *The Medal of Honor The Letter G in Valor*, a 268-page digest with the names, congressional citations, and Lodge membership of all Masons who have received our nation's highest military award for bravery. Books may be obtained by contacting *Macey Publishing & Masonic Supply Co., P.O. Box 9759, 3011 Old Dumbarton Rd., Richmond, VA 23228-0759, (804) 262-6551.* The price is \$16.95 plus S & H. **Author's portion of profits donated to KTEF.**

■ For a free listing of VHS videos, DVDs, and radio program CDs related to Sir Knight Tom Mix and the Tom Mix of radio, **please send a postcard or note with your name and complete mailing address to Paul E. Mix, 13116 Billiem Drive, Austin, TX 78727.**

■ Buying all US and foreign coins, paper money, tokens, medals, silver, proof sets. Also selling gold coins. Call for quotes. Buyer has 40 years experience. **A percentage of profits to KTEF.** *Randy Mogren*, 8 Gould Street, Millbury, MA 01527, (508) 865-4816.

**Knight Templar  
5909 West Loop South, Suite 495  
Bellaire, TX 77401-2402**



**Brother  
George Washington's  
Birthday is  
February 22!**

**NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
Greenfield, IN  
Permit No. 7**