

The Double Eagle

ANCIENT ACCEPTED SCOTTISH RITE
Valley of Indianapolis



Volume 55, Number 1

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Jan 2005

2nd Madrigal Dinner Rings in the Yuletide Season



Our 2nd Annual Madrigal Dinner was held last month in the beautiful Ballroom where 153 members and their guests feasted on a great meal as the North Central High School King's Court Singers entertained.

The 24-member troupe performed from a variety of places throughout the Ball room including their own banquet table. Ye Royale Concert offered solos and small group renditions of our favorite Yuletide songs.

The Princes and their ladies mingled with our guests throughout dinner and then sang carols from the balcony before the Royal Pudding dessert was offered. A hilarious skit entitled, "Men in Tights" kept our guests laughing as the evening concluded with "We Wish You a Merry Christmas". A joyous time was had by all and the esprit of the young men and women transformed a wonderful evening into a charming memory that will not soon fade.

How to Build a Membership

Share Your Masonic Story

It is always rewarding to get an opportunity to communicate with many members during the annual cycle of paying dues. Some have questions and concerns about the Valley and the fraternity but most are proud of their membership and want to assure that Freemasonry continues to remain strong and viable for their children and grandchildren. This is especially true of the dedicated men who remain members of the Valley, even though they live at a great distance from Indianapolis.

There are 2,100 members who live outside the state of Indiana and continue to proudly affiliate with our Valley. Nearly 1,000 of that number live in either Florida or Arizona with Indianapolis Valley members in 48 states and several in foreign countries. Their dedication to our fraternity remains an inspiration to those of us who live locally and struggle to find the time to fit the Scottish Rite into our busy schedules.

The annual letter from our good brother who has lived in South Africa for over 20 years finds him in good spirits and a proud member of the Fall Class of 1942. He regularly shares copies of the Double Eagle and Northern Light with his South African brothers. The mail arrived from Germany with a Euro note to pay 2005 dues from our friend and brother who celebrated his 17th year of membership in the Valley. A note from Arizona commented on the 75th anniversary activities with a thank you for the great work in keeping the Cathedral in such great condition. Closer to home, a brand new member had some surgery and was struggling but proud to pay his dues. The Good Cheer committee was promptly notified and a visit demonstrated our commitment to the welfare of our brethren.

All of this makes me proud to be associated with an organization that means so much to its members that they continue to support the Scottish Rite, even though they know it is physically impossible for them to be active in its regular activities.

The Membership Retention Committee has embarked on an ambitious program to personally contact each



member of the Valley and ask what we can do to make your membership more meaningful. It is a large task to be completed over the next 24 months. When they call, share your membership story with them. Your membership is never taken for granted – we delight in calling you “brother.”

Jeffrey K. Saunders
Executive Director

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The Double Eagle (USPS 015-686) is published five times each year in January, March, June, September, and November by the Ancient Accepted Scottish Rite, Valley of Indianapolis at 650 N Meridian St, Indianapolis IN 46204-1294. Periodicals postage paid at Indianapolis, IN and additional mailing offices. POSTMASTER: Send address changes to the above address.

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Officers	Willard R Clutter, 33° Cary H Snyder Donald B Marcum, Jr Joseph H Looker Jeffrey K Saunders, 33° Robert M Danielson, 33° Raymond L Schwartz, 33° John W Duncan, 33°
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Fall 2004 Class Officers



Class Officers for Fall 2004 included Douglas A Lamb, James M McConnell, David T VanMatre, Joseph W Killion, Carlton E Curry, Grant Z Price, John L Zook, Howard E Snyder, Jeremy J Harsin, Glenn A Moulton, Brian K Figueiredo, Paul C Page, Lloyd D Morgan, Samuel S Caudill, Elliott J Adler, Michael D Ritter.

Officer Appointed

The Sariah Council Line is pleased to acknowledge the appointment of Michael Joe Smith of Indianapolis. He was born Apr 10, 1968. A 1986 graduate of Southport High School He and his wife Annette have two children Breanne and Cody. He is employed by Daimler-Chrysler in Kokomo where he is a journeyman refrigeration mechanic. He was raised to the sublime degree of a Master Mason on Oct 11, 1989 and received his Scottish Rite Degrees during the Spring class of April 1991. Mike just completed his term as Worshipful Master of

Prospect Lodge #714, is President of Actual Masters and Wardens of Marion County, and 2nd Vice President of Murat NexGen Club. He is an active member in the York Rite, Eastern Star, and Sahara Grotto. Mike would like to thank the membership for allowing him the opportunity to serve the Indianapolis Valley.



Letter to Editor

Congrats on again winning a 1st place magazine award in the Northern Masonic Jurisdiction. The Valley produces an attractive and readable publication. In your article on page 3 of the current issue you note that "it is the fourth straight year the Supreme Council has honored the

magazine." I don't believe this is correct. If you will go back in the DE's archives, you will find that we started winning 'best magazine' back in the early 90's. Before that nada, but I believe we subsequently received an award every year since then. Alan

Alan Lisle, 33° was editor of the Double Eagle for 10 years and received numerous awards for best Valley publication. -ed.

Back to Basics

by Dr. Drew Carrell, 33°

Finding the time to exercise. The 24 inch gauge teaches us to divide our time: 8 hours for the service to God and a distressed worthy brother, 8 hours for our avocation, and 8 for refreshment and sleep. The 24 inch gauge is time management from the wisdom of the ages. How we spend our days, is, of course, how we spend our lives.

According to the Bureau of Labor Statistics, Americans spent four months of 2003 sleeping, six weeks watching television, and only four and a half days exercising. To get back on track, all we need to do is activate the 24 inch gauge. Exercise is not sleep, but it is refreshment if we do not overdo it. How do we avoid overdoing it? Pay attention to your perceived exertion, that is a great initial step.

Hundreds of children descended upon the Cathedral last month for the annual Children's Christmas Party. Santa and his merry elves showed up to listen to the desires of good little boys and girls. Dozens and dozens of cookies and ice cream were consumed in record time.



At left is a drawing of the proposed renovation of the West Entrance. Construction is due to begin when the weather breaks this Spring. Full details will be laid out in the March issue of the Double Eagle.

Memorial Gifts

10-1-2004 to 11-30-2004

In memory of Bruce Allen Mohr
Mr. & Mrs. Richard L. Tankersley

In memory of Orlando J. O'Grady
Helen O'Grady

In memory of Wallace D. Gilbert
Letha D. Zore

In memory of Clifton R. Read
Chris R. Read

In memory of Richard E. Bixby
M. Jenny Brunsma
Donald D. Davis
Flanner & Buchanan Funeral Home
Fred T. Kortepeter
Russ Murphy

In memory of Thomas D. Elrod
E. Rosalee Elrod

In memory of Hugh W. Craig, Jr.
Cosette Smith

In memory of Warren E. Tobin
Mrs. Jane Tobin

In memory of Wilgus S. Broffitt
Donald D. Davis

There are times in our lives when we wonder if end results justify our efforts. I am pleased to report in this case, I believe it does. As many of you are aware, the south bank of passenger elevators has been shut down since early July while undergoing a major renovation. This first phase is now complete and our "new" elevators (south bank only) are now fully operational. Even though most of the improvements are hidden from view, the updated cars are a sight to behold. They are adorned with highly polished brass fixtures, wood paneled walls, red carpeting and Scottish Rite Masonic emblems. Please, do not take my word for it, stop by and see for yourself. I believe you will be amazed at their beauty. The north bank is currently being renovated and will be completed by late spring 2005.

Your Scottish Rite Cathedral Foundation, works diligently to ensure that funds are available for projects such as the elevator upgrades and others. Thanks to you, the ends do justify the means.

I have been asked many times about the status of the West Entrance renovation project. I am pleased to announce that the trustees have approved this project and construction will begin in the near future. Look for more information in the next issue.

Campaign for the Cathedral



Richard D. Lucell

New Elevators Smooth the Ride

A major renovation and upgrade of our four main elevators is more than half way complete. Besides completely replacing the mechanical controllers with modern electronic components, all of the cars have been completely refitted with new buttons, veneer, and lighting. The result -- besides the obvious safety features -- is a very quiet and nearly imperceptible ride. Shown peeking his head around the corner is Trustee Russ Murphy, 33°; Presiding Officers Don Marcum, Bill Clutter, 33°, and Cary Snyder; and Trustee Mac Maguire, 33°.



32° Masonic Learning Center for Children

Family Gathering Place

by Rick Purcell, 33°

Tutoring Children with Dyslexia, One Child at a Time." The Supreme Council, Ancient Accepted Scottish Rite, Northern Masonic Jurisdiction created the 32° Masonic Learning Centers for Children in 1994 with a mission of providing professional treatment – free of charge – to children with dyslexia. Your Center, located on the lower level of the Cathedral, is in its sixth year of service to children from the metropolitan area of Indianapolis.



The C James and Mary Lou Wilson Charitable Foundation, Inc was established in 2001 to provide financial assistance to non-profit organizations with the main emphasis to benefit qualified Masonic Charities. Jim was a Past Master of Englewood Lodge #715 in Indianapolis and a long time member of the Valley and Murat Shrine. When Mary Lou decided to help these charities, she felt this would be a

tribute to her and Jim's love for the Masons and their wonderful works. Mary Lou is a past Worth Matron of Englewood Chapter, OES and remains active volunteering to work the various functions at Englewood. Mary Lou's philanthropy does not stop

there. She has been a volunteer at Community Hospital in Indianapolis, and currently volunteers at her place of residence delivering mail to residents. The Wilson Foundation also funds a program at the Indianapolis Senior Citizen Center in memory of a son.

After hearing about the 32° Masonic Learning Centers and how they are dedicated to helping children, Mary Lou and the Wilson Foundation have made numerous contributions to the Center in addition to major contributions for the Endowment Campaign.

As a small token of our appreciation, the waiting room has been renamed "The Family Gathering Place" and is provided for families of our students through the generosity of Mary Lou and the Wilson Charitable Foundation. An appropriate plaque has been placed in the Center commemorating this distinction.

For more information on how you, like Mary Lou, can make a difference in the life of a child with dyslexia, please contact: Martha Robinson, Director of the Center: 317-262-3115 or the Valley Office: 317-262-3100.





A New Year: Resolve to Serve

by Tim Hopewell, MSA
Indpls Chapter Rose Croix

Quit smoking. Start a new diet. Begin a new exercise program. Sound familiar? It's that time of year again...time to make our New Year's resolutions. You



know, those promises we make to ourselves each year that most of us end up breaking by the second week of January. But this year, how about trying something

new? Try making a New Year's resolution that might actually make a difference in someone's life...maybe even your own.

This year, RESOLVE TO SERVE.

Muhammad Ali (yes, that Muhammad Ali) once said that service to others is the rent we pay for our room here on earth. As Scottish Rite Masons, as children of God, we are called to lives of service to others. The Eighteenth Degree teaches us that "the new temple is in the heart of man, where God is worshiped in spirit and in truth" and that "the new law is a law of love, which all men everywhere may understand and practice." We are further reminded that "charity is love in action...it means more, much more, than the giving of alms." When we hear these words, are they just that – words – or are they a call to action through sacrificial acts of charity and service? My hope is that they are the latter.



Regardless of which particular faith we practice, we are all children of the same heavenly father, and it is by ministering to the needs of each other that we minister to the Lord himself. Take, for instance, the following passage from **Matthew 25: 35 – 40:**

"For I was hungry and you gave me food, I was thirsty and you gave me drink, a stranger and you welcomed me, naked and you clothed me, ill and you cared for me, in prison and you visited me."

Then the righteous will answer him and say, *"Lord, when did we see you hungry and feed you, or thirsty and give you drink? When did we see you a stranger and welcome you, or naked and clothe you? When did we see you ill or in prison, and visit you?"*

"Amen, I say to you, whatever you did for one of these least brothers of mine, you did for me."

So how do we take this passage and put it into practice in our daily lives? Sounds complicated, but it doesn't have to be. It can be as involved as volunteering our time and talents at a local soup kitchen, our own 32° Masonic Learning Center for Children or other charitable organization; mentoring a young person; or helping to coach our child's soccer team. It can also be as simple as treating the homeless person we pass on the street with dignity and respect instead of averting our eyes and pretending that he isn't there. The simplest act of kindness can have the greatest impact. Such acts are acts of courage. It takes courage to move outside of our comfort



zone, to lower our defenses by placing the needs of others ahead of our own. But sometimes it's hard to know where to begin. We tell ourselves, "There's so much to do and I'm just one person. How can I possibly make a difference?" It's easy in those moments to become overwhelmed and to want to give up before we've even started. Where do we begin? With that simple act of kindness. The best way to prepare for the kingdom of God is to make it here and now. Pray as if all depended on God, work as if all depended on you.



When we begin to fully understand the extent of God's love for us, and when we take that knowledge and everything that it implies and start to put it into practice in our lives, the possibilities are endless. We stop assuming that God can only appear to us by means of major miracles and momentous events and begin to look for Him in small ways in the world around us; in the commonplace as well as the extraordinary; in the midst of our daily routines. The greatest expression of God's love for us is through the love that we express to others through sacrificial acts of charity and service, which in turn allow them to see God alive in us. Such acts serve to transform the world around us and to make our lives a living prayer.

So what's it going to be? Losing ten pounds, or changing someone's life? The choice is yours. My prayer for you is that you will choose wisely.



Good Cheer Strengthens Fraternal Bonds

Do you know a brother who is confined to a home or extended care facility? The Good Cheer Committee makes regular visits to our members, extending a fraternal hand, and bringing a caring and concerned attitude to the member who cannot otherwise participate in Valley activities. The committee would like to know about members who would like an occasional visit or phone call. It is our Masonic duty and obligation and one of the real benefits of being part of our Scottish Rite family. Please call the Valley office at (317) 262-3100 or (800) 489-3579, ext 221 and let us know the name and address of the brother.



Theatre of Performing Arts

by Bill Woodruff, 33°
Dramatic Director

The theater is off to a great start. Our fall productions of *Here Lies Jeremy Troy*, *Godspell* and *It's A Wonderful Life* were great productions and well received by the audiences. If you didn't get a chance to see these productions, you missed some of the great theater in Indianapolis. In my last article, I stated a goal of reaching out to the fine arts public of the Indianapolis area. We are proud to say that the plan seems to be working as approximately half of our attendees have come from the non-member category. We have some great productions coming in 2005 and we hope that more of our brethren and their families will join us for these events:

- New Year's Party January 8th
- Family Night Movie January 21st (Beethoven)
- Family Night Movie February 18th (Goonies)
- Capitol City Chorus February 20th (3 pm)
- Purdue Glee Club February 25th

These are all great entertainment events in the theater. The Family Nights will be cartoons and a movie for all ages, and it's FREE.

* * * Notice: All Food Reservations Due 5 days in Advance

Scottish Rite Valley of Indianapolis

Activity Schedule

Jan 2005 through Aug 2005

Wed Jan 5 - Stated Meeting - 7 pm

Sat Jan 8 - New Year's Party - 6 pm

Mark Madsen Quintet - 7:30 pm. Tickets - \$35

Fri Jan 21 - Family Night @ Rite - 7 pm

"B*e*e*t*h'o*v*e*n" Bring the kids for a movie - FREE

Wed Feb 2 - Stated Meeting - 7 pm

26th Degree Presentation

Sat Feb 12 - Sweetheart Dinner/Dance - 6 pm

Tom Mullinix & "Heartstrings" - Tickets - \$35

Tue Feb 15 - Ladies Luncheon - 12:15 pm

"Women's Heart Health" - Dr Elisabeth von der Lohe

Fri Feb 18 - Family Night @ Rite - 7 pm

"G*o*o*n*i*e*s" Bring the kids for a movie - FREE

Sun Feb 20 - Capital City Chorus - 2 pm

Tickets - \$10

Fri Feb 25 - Purdue Glee Club - 7:30 pm

Tickets - \$8 (balcony) and \$10 (lower level)

Wed Mar 2 - Stated Meeting - 7 pm

Institute of Freemasonry Program

Fri Mar 5 - Father/Son/Daughter Banquet - 6 pm

Our annual event - Reservations \$12.50

Fri Mar 11 - Fall Convocation - 6:15 pm

Grand Master's Class - EA and FC

Sat Mar 12 - Fall Convocation - 8:30 am

Master Mason Degree followed by 11 am
4th, 14th, 16th, 18th, 20th, and 32nd Degrees

Sat Mar 26 - Cathedral Hour - 7:30 pm

Wed Apr 6 - Stated Meeting - 7 pm

Institute of Freemasonry Program

Call 262-3100 in Indpls or 1-800-489-3579
for more information and reservations.

Scottish Rite Valley of Indianapolis

Activity Schedule Jan 2005 through Aug 2005

Apr 7,8,9,14,15,16,21,22,23 - **Play** - 7:30 pm

Sun Apr 10,17 - **Play Matinee** - 2 pm

"Annie Get Your Gun" - Musical

Reserved Seats - \$18, Dinner 5-7 pm

Tue Apr 19 - **Ladies Luncheon** - 12:15 pm

"Using Herbs in Cooking" - Constance Ferry

Wed May 4 - **Annual Elections/Meeting** - 7 pm

Sat May 7 - **Orchestra/Organ/Chorus** - 7:30 pm

Spring Concert - FREE

Fri May 20 - **Children's Play** - 7:30 pm

Sun May 22 - **Matinee** - 2 pm

"Beauty and the Beast" - FREE

Sat May 28 - **500 Festival Parade** - Noon

Reserved parking, seating, and box lunch - \$12.50

Wed Jun 1 - **Stated Meeting** - 7 pm

Mon Jun 6 - **Valley Golf Outing** - Noon Shotgun

Killbuck G.C. - Anderson

Jun 23-25 - **Council of Deliberation**

Fri, Sat, Jun 24,25, Jul 1,2 - **Play** - 7:30 pm

Sat Jul 2 - **Play Matinee** - 2 pm

"Just Say Yes" - Comedy - FREE - Dinner 5-7 pm

Mon Jul 4 - **Fireworks Party** - 6 pm

"Yankee Doodle Dandy" shown inside before fireworks
Picnic outside - \$10 tickets, Kids - \$5.

Sun Jul 31 - **Belle of Louisville Cruise** - 3 pm

Fri, Sat, Aug 12,13,19,20- **Summer Play** - 7:30 pm

Sat Aug 20 - **Play Matinee** - 2 pm

"The Foreigner" - Comedy

Reserved Seats - \$10 - Dinner 5-7 pm.

Call 262-3100 in Indpls or 1-800-489-3579
for more information and reservations.

Double Eagle • Jan 2005

Tour Guides are Looking for Volunteers

If you have considered becoming more active in your Valley, why not become a Tour Guide? This is a great way to be more involved in the daily operations of the Valley, to display your beautiful Cathedral and to promote Masonry to the public.

The Tour Guides are the front line of Masonic public relations in Indiana. We host over 7,500 visitors each year. Some of our guests this past year have included visiting Grand Masters, the personal assistant to the Dalai Lama, a European Baron, small school children and our Brother Masons from all over the world.

Our requirements are simple; if you can walk and talk, can donate as little as one day per month and would like to become a more active member of your Scottish Rite Valley, you can be a Tour Guide.

If you should decide to join us, you will be fully trained and issued a Tour Guide Manual. As a Tour Guide, you will be welcomed at our monthly meeting, held the third Tuesday of each month at noon in the Director's Room. When working, you will receive a free lunch in the *Double Eagle* Café. Our tour hours are 10 am until 3 pm.

Brothers, if this sounds like something you would like to become involved with, please contact:

Mike Trueblood
Tour Committee Chairman
(317) 326-3912
trueblood21@netzero.com

John Stevens
President
(317) 255-7291

Or call the Valley office at (317) 262-3100



Santa's elf was amongst the children for the annual Christmas Party last month.

Chips from the Quarry

White Water Valley SRC

The White Water Valley Scottish Rite Club held its annual Ladies' Night Dinner on Wednesday, Oct 27th at Cambridge City Lodge #5. The well attended meeting included a delicious meal consisting of grilled chicken breast, green beans, au gratin potatoes, slaw and pie, prepared by members of the Cambridge City Lodge.

An arrangement of patriotic, gospel and seasonal music was provided by brothers Mitch Allen, Vance York 33°, Bill Gommel 33°, and Bob LaGrange, who are all members of the Scottish Rite Chorus. The musical entertainment provided by these outstanding Brothers was enjoyed by all in attendance.

Brother Gale Tarr, Henry County Membership Development Chairman and Co-Chairman for District 2, delivered a message on membership development and the upcoming Fall Convocation. He encouraged members to visit the Indpls Valley and to enjoy the many activities offered to families.

The current 2004 Officers include Curt McDermitt, President; Bob Frazer, Past Grand Commander of the Grand

Commandery of Knights Templar of Indiana, Vice President; Jim Hodge, Chaplain; and Phil Ritchie, Secretary/Treasurer. The next club meeting will be held during the holiday season and will include the election of 2005 club officers.



Delaware County SRC

Twenty-seven members of the Delaware County Scottish Rite Club met on Saturday, Oct 16th at the Daleville #730 Masonic Temple. The Club President Paul Teague stated that the club was established in the 50's and has enjoyed over 50 years of active support. Those who attended enjoyed a wonderful dinner of fried pork chops, potatoes, vegetables, tossed salad, and dessert. The Club President personally prepared the meal while members of the OES served it.

A \$100 check was presented to Ill Bill Clutter, 33° who represented the Valley and accepted the check on behalf of the Indpls Valley's 32° Masonic Learning Center. New Club President Charles Batty (765)288-7825 thanked outgoing President Paul Teague and Secy/Trsr Bob Bradbury MSA for their faithful service.

Chorus Cites Service Awards

*by John W Duncan, 33°
Chorus Manager*

On December 18 the Scottish Rite Chorus, directed by Darrell Morris, performed in the annual Winter concert with the Orchestra, conducted by Jeffrey Warbinton 33° and the Theatre Organ with John Winkler at the console.

This event marked the conclusion of another very successful year for the Scottish Rite Chorus. Some Chorus highlights of 2004 included: two performances at the Indiana Masonic Home, Spring and Fall Easter Cathedral Hour service, Singing in the Spring and Fall Convocations, Temple Lodge #47 sponsored Masonic Home Picnic, performance for the Allied Masonic Degrees at Franklin IN, and a Spring and Fall performance at the Downtown Art's Garden.

Members receiving special honors during 2004 were; Joseph Allen, (5 year service award), George Blackburn 33°, (35 year

service award), George Cave, (35 year service award), Randy Seipel, (5 year service award), and John Winkler, (5 year service award).

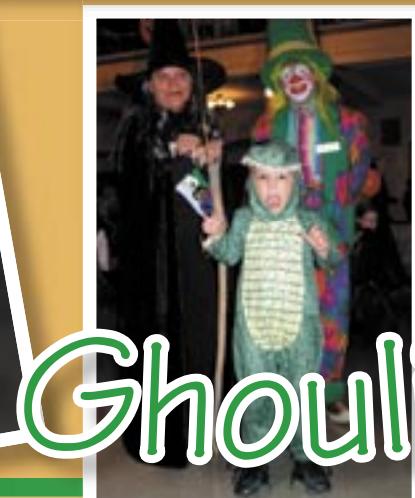
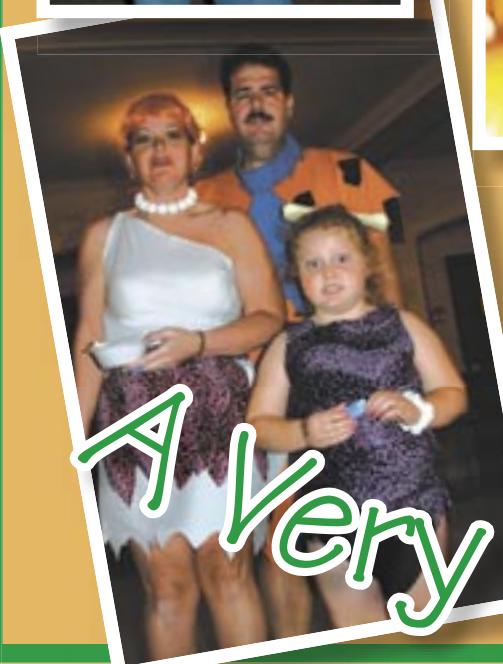
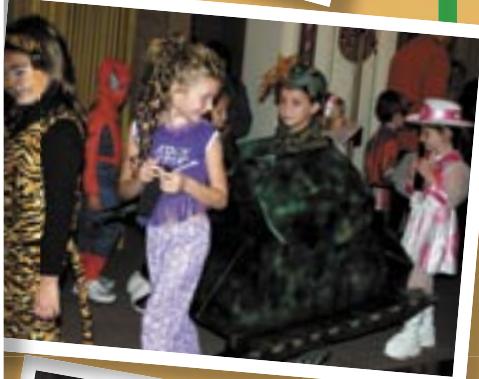
The "Managers Award" presented for "Dedicated Service and Contribution to the Chorus", was presented to William Green. Brother Green, a 22 year member, is among the steadiest of Chorus performers. His attendance, participation and dedication earned him this recognition. The Chorus "Service Awards", and the "Managers Award", were presented during the Chorus "Ladies Appreciation Party" held at The Beef & Boards Dinner Theatre in December.

Any Masonic Brother interested in singing with the Scottish Rite Chorus may come down to the Rite on Monday night at 7 pm. We need and welcome new members, please

consider joining our jolly band of singing Brothers. We are "The Masonic Fraternity in Action", and we have good times singing on Monday nights. Come give us a try -- we hope to see you! We meet in the 4th floor Chorus room. We rehearse every Monday through May, then resume our rehearsals again in September.



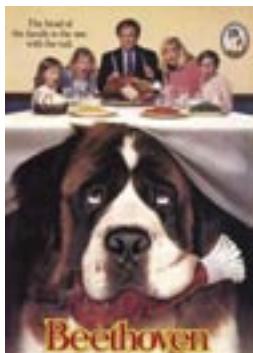
Halloween Party



A Very Ghoulish Time

Coming "Rite" Up

Family Nights @ The Rite



Bring the kids and family members and join us in the auditorium for our Family Nights @ The Rite on **Friday, January 21st** at 7 pm for "B*e*e*t*h*v*e*n" and again on **Friday, February 18th** at 7 pm for "G*o*o*n*i*e*s". Two terrific movies and refreshments, both

FREE to members and guests. Please call for reservations so we know how much popcorn to pop. Enjoy!



Purdue Glee Club

Founded in 1893, the Purdue Varsity Glee Club has been and continues to be one of Purdue University's richest traditions. Built upon a solid reputation of excellence in entertainment, their popularity has sent them across the nation, having performed on national television, at four presidential inaugurations, and at many regional and national concert events and expositions, plus world tours as ambassadors of good will.



Trademarked by the philosophy of "something for everyone," a typical Glee Club performance features a broad range of musical selections from classical to contemporary, and folk songs to

show tunes. Symbolic of its devotion to its audience, one tradition of the group is for members to meet the audience following each performance establishing a closer rapport and to show their appreciation.

One performance will take place for our most popular show on **Friday, February 25th** at 7:30 pm. Call for \$8 balcony or \$10 lower level tickets today! Dinner is available by reservation only from 5-7 pm.

Sweetheart Dance



The Sweetheart Dinner Dance will be held on **Saturday, February 12th** beginning at 6 pm with dinner in the magnificent Ballroom followed by dancing to the music of "Heartstrings". This popular dance band has been performing for the last several years to rave reviews at other Masonic lodges. Led by big band front man Tom

Mullinix who will be playing all your favorite tunes, this is a must for an exciting evening with your sweetheart. Tickets are \$35 for members.



Father/Son Father/Daughter Banquet Combined

This is a new event combining traditional family favorites. Enjoy dinner in the banquet hall on **Saturday, March 5th** at 6 pm and then, back by popular demand, fulfill that life long dream of driving on the NASCAR circuit. Well, not quite the real circuit, but watch as we transform our banquet hall into a huge race car track. We found out last year we had some great male drivers, but we know there are some outstanding female drivers as well. Either way, bring your daughter, son, granddaughter, grandson, and all your high speed driving skills and enjoy what will prove to be a great evening. Tickets are \$12.50 per person.



Through the Cathedral Window

Advertising: A New Year's Wish

by Jerry B Collins, 33°
Editor

Wow! Where has the year gone? The grim reaper has left a new baby called 2005 on our doorstep and I'm not sure I'm ready. It is an American tradition to write up a list of Resolutions at this time of year -- you know those well-intended promises to improve our lifestyle that are oft broken much too quickly. Wouldn't it be fun if we could make a resolution for advertisers that *they* would have to keep? One could only Hope.

I was watching the Colts cap a truly remarkable comeback against the Chargers during the final 6 minutes when it occurred to me that there had been four 15 minute quarters of play that took over 3 1/2 hours. Now I know that any football game has stoppages, dead ball fouls, and incomplete passes, and they consume time, but I wondered about the number of commercial breaks that had occurred during the game: commercials after a change of possession, ads after a score, after the extra point, after the kick-off, after the "let's check in on another game". There are even ads after the game comes back live from a commercial -- you know, those "promos" "teasing" you to watch something else that is coming up -- in the amount of time newscasts "tease" they could have told me the story. They must be very afraid of our remote controls.

Commercials have become so pervasive that networks are creating new ways to push the envelope farther and farther. To wit: a few years ago they started putting their channel logo on the bottom right corner of the screen -- which amounts to about 2% of the total viewing area. Initially this logo was faint and unobtrusive. Now it is bold and sometimes in 3-D



multi-color. This has been followed up recently by a 3-5 second promo in the bottom left hand corner when the show returns from a commercial. This takes up about 16% of my viewing screen. Within the last two months these promos have evolved into animated promos with flashes of light that are so disconcerting as to make it

entirely impossible to ignore. And they have gotten bigger -- 23 1/2%. Some stations have crawlers along the bottom (9%) and when there is a weather "alert" (which is an opportunity for the station to portray itself as an important news gatherer) and the top left hand corner is now covered I am really annoyed. I must say that the stations are making good use of our big-screened TV's in America.

Back to Hope. Hope is not for onlookers, it is for combatants. You are the sole heir of your Hope. Hope is the engine of change. Hope unbelieve is nonsense. Hope requires action to come to fruition. In order to achieve Hope you must first step through the door of Faith. Faith. Hope. Two of the principal virtues of a Knight Rose Croix. "By Faith we understand that the universe was created at God's command . . without Faith it is impossible to please Him . . He is the rewarder of those who search for Him." "Hope that is seen is not Hope. If a man seest, why does he yet hope? If we hope for what we see not, then do we with patience wait for it."

The New Year is the perfect time to renew your Hope -- hope for better things yet to come. My Hope for you at this new beginning, this New Year, is that you continue to grow spiritually and have Faith that our God will continue to bestow his blessings upon you and your loved ones more abundantly than ever. Just ask Him.

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