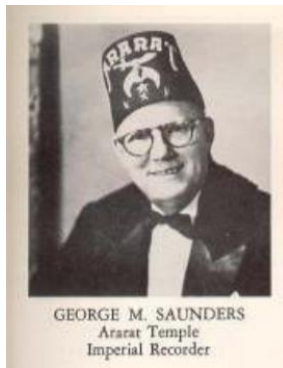
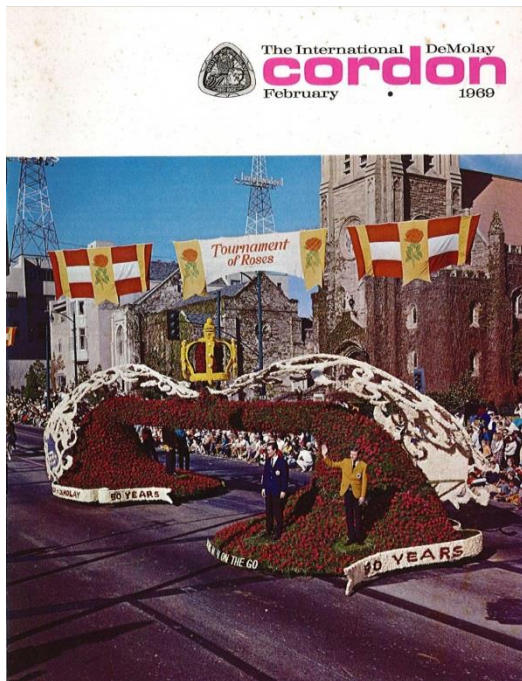
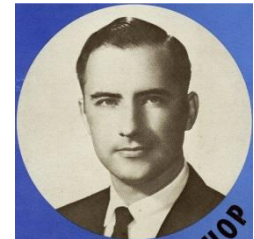


The Fiftieth Anniversary Celebration

The most complex program ever run by the DeMolay Supreme Council was the 1969 Celebration of the 50th Anniversary of the Founding of the Order. It came at a time when active DeMolay membership numbered nearly 170,000 young men.



Grand Secretary George M. Saunders supervised the office staff, but he also served as the Imperial Recorder of the Shrine of North America that was headquartered in Chicago, Illinois. It was Executive Director Richard E. Harkins, and 5 Department Directors with 32 staff members who provided daily service to our DeMolay Chapters. It was a different time, and DeMolay was very strong with volunteers, members and finances.



The 50th Anniversary kicked off on January 1st with a massive DeMolay float in the Tournament of Roses Parade in Pasadena, California. With a million people on the parade route, and over 100 million watching on television, and thousands of column inches of stories about DeMolay in newspapers and Masonic publications around the world, the theme of "50 Years of Young Men on the Go" gave DeMolay its best public impact in its history.

Television and radio 20-second and 60-second film and audio clips were distributed featuring famous DeMolay personalities such as TV newscasters Walter Cronkite and Chet

Huntley, Olympic Decathlon champion Bob Mathias and well-known TV and movie actor Bob Cummings. A promotional booklet was widely distributed with press-releases, photographs, and special articles written by Water Cronkite, FBI Director J. Edgar Hoover and the Rev. Dr. Billy Graham. Sample proclamations to

be made by mayors and governors were also shared, as well as a variety of ready-to-print newspaper advertisement blocks.



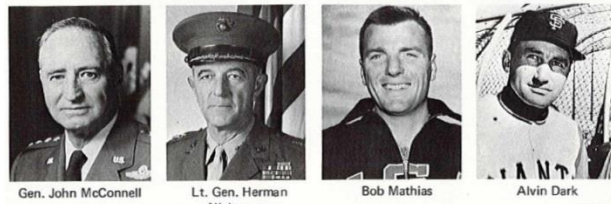
Robert Cummings John Wayne Fred MacMurray Walt Disney



Walter Cronkite Chet Huntley



Elmer Lower Val Peterson



Gen. John McConnell Lt. Gen. Herman Nickerson Bob Mathias Alvin Dark

SOME FAMOUS SR. DeMOLAYS

A new 28.5-minute film, “Young Men On The Go,” the fourth film made to promote DeMolay since 1963, was premiered. On Sunday, June 1st, the Order of DeMolay was featured in a 30-minute ABC-TV weekly program, “Directions.” Among the special guests on the program were Gorman A. McBride, the First Master Councilor of DeMolay, and Roderick S. Coy, the first International Master Councilor.

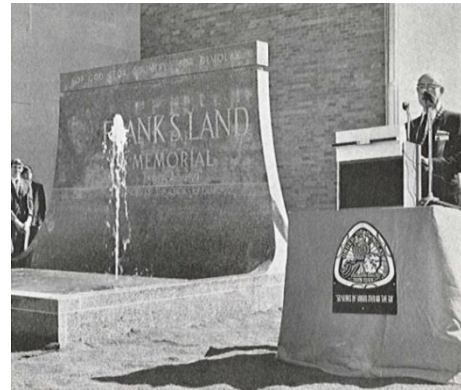
A special 50th Anniversary logo was created. For various donation levels beginning at \$5.00 and ranging up to \$1,000, members and advisors could acquire a tie-tack, and 10-karat lapel pin, a tie bar, gold cuff links, or a desk pen set bearing that logo.

Membership classes were held by most Chapters in the month of March. A special 50th Anniversary Merit Bar Drop was created for anyone who brought in 3 new members during the anniversary year. The drop was triangular in shape, but with rounded angles. It bore the image of Frank S. Land on one side, and the profile of a young man on the other. This shape and the image of “Dad” Land was later re-used to create the Founder’s Membership Award for anyone sponsoring a total of 5 new members.

The Annual Supreme Council Session was held March 15-19 in Kansas City, Missouri. March 18th, the anniversary of the martyrdom of Jacques DeMolay, was set aside for anniversary activities and included a solemn but inspirational memorial service at the graveside of Frank S. Land in Mount Moriah Cemetery, followed by a luncheon at the Scottish Rite and the dedication of the Frank S. Land Memorial Fountain in front



of DeMolay Headquarters at 201 East Armour Boulevard. Why a fountain? Because Kansas City, Missouri was known as the “City of Fountains” and it was an appropriate way to participate in that civic theme while honoring one of Kansas City’s own. The fountain cost in excess of \$32,000 and was designed by Past State Master Councilor of Oklahoma, Bro. Dow Gumerson, who was an architect from Oklahoma City. The fountain’s façade has been moved several times as DeMolay’s headquarters has moved, and in June of 2019 it will be re-dedicated as part of the Centennial Courtyard in front of the Henry E. “Hank” Stickney International Service and Leadership Center.



The fourth International DeMolay Conference was held on July 1-4, 1969, and that will be detailed in the next Centennial Celebration Moment.

Immediately following the Conference, the 50th Anniversary DeMolay Pilgrimage left to tour Europe, and specifically the site of the martyrdom of Jacques DeMolay and Geoffrey de Charney. This will be detailed in two weeks.

1. Why was the 50th Anniversary Celebration bigger than the plans for the 100th Anniversary?
2. How did DeMolay get to use TV and radio clips to promote the organization to the public?
3. Many kinds of souvenirs of the 50th Anniversary were made and some old-timers still wear them. Do you have any souvenirs from the 100th Anniversary that you will be able to show to YOUR children and grandchildren, some day?

