UA12/2/64 Alpha Tau Omega

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"To Bind Men Together In A Brotherhood Based Upon Eternal and Immutable Principals."
Which fraternity should "I" choose?

In this brochure, we want to introduce you to what we refer to as "a way of life"...ALPHA TAU OMEGA. We "Taus" find fraternity life very rewarding, and we are sure that you will find it just as rewarding, but only if you make a wise choice. Let me suggest a few very important questions for you to ask yourself when making your decision.

First and most important: "Does this fraternity place a great emphasis on scholarship?" If the fraternity you are considering is to best serve both your interests and those of its own, it must aid you scholastically; not hinder you.

Second: "Does this fraternity have men in it whose character, ideals and intellects will enrich my life? Are there men in it with my best interests in mind?" Remember, these men are to be your Brothers for the remainder of your life!

Finally: "Are the ideals and objectives of this fraternity in line with my own personal standards?" If not, your experience may be a very unhappy one.

If you can truthfully say "yes" to these questions, then you are in the right place. Your only remaining decision is whether you are willing to sacrifice of your time, effort and energy for the benefit of your new Brothers and your chosen fraternity. If you are, your years at Western should be the most rewarding of your life!

Sincerely,

Dean W. Dixon
WORTHY MASTER

JULIAN GOODMAN, President of NBC, speaks about his Fraternity.

Barons.....BAP......ATΩ

BARONS....BAP....ATO.....Yes, there have been three names through the years, but the Fraternity is the same. It started on January 28, 1934 in the basement of the Goal Post when Sam Milner, Bill Bass and Charlie Gadd decided that Western was in need of a fraternity. Their thoughts became realities and the Barons Club, the first and only fraternity at Western for years, was founded. We owned property on the Barren River Road, known to everyone as Baron Camp, which was destroyed by fire three times, but each time it was restored through the untiring efforts of the members of the Fraternity. This we were forced by the school to sell in order to be recognized as a local fraternity in January of 1964. We then became known as Beta Alpha Rho. During October of the same year, we became a part of Alpha Tau Omega, the number one fraternity in the Nation scholastically. We feel that we have reason to be a proud fraternity, however we do not rest on our laurels. Our aspirations for the future are just as strong as our heritage.
We Taus believe that pleasure and satisfaction are derived from participation......well-rounded participation. Athletics, music, campus politics, departmental organizations, honor societies, and the old-time Goal Post and Snack Bar bull sessions are just as much an integral part of fraternity life in ATO as are the study hours, parties and other social activities.

Introducing the 1966 Sweetheart of Alpha Tau Omega:
MISS PAT MARKS, Chi Omega

In addition to being a Chi O, I think I have been an ATO ever since I arrived on Campus; however being named the 1966 Sweetheart came as one of the biggest and most treasured surprises that I have ever had. As you go through rush, may I advise you to take a good look at the ATO's. They're GREAT!

Bill, don't you think being the 1965 Worthy Master of ATO is enough?

Would you believe....the "HUSTLING, TUSTLING TAUS"? Well, we did hold second place.

S-h-h-h...The Senate seems to be in session. Is Ron still majority leader?

"TUX TIME for TAUS"
At the close of rush, you will be asked to make a difficult and important decision. If your decision is not made with care and serious analysis of the facts, your years as a Greek can be meaningless. Every man who is an ATO was once faced with the same choice that is now yours.

In choosing a fraternity, I looked for one whose men thought, acted, and lived as I did — a diversified group maintaining their individuality, yet working together toward a goal as a group of men — sincere, well rounded, and with a sense of loyalty, of responsibility, and of congenial fellowship. As an ATO, you will have the opportunity to develop your scholastic abilities to the fullest extent and, at the same time, participate in social, athletic and other extracurricular activities of your choice.

Alpha Tau Omega gave me the key to everything for which I was looking. If you choose ATO, you will find that our Brotherhood is one which must be lived and experienced before it can be understood and appreciated.

The Western Taus are glad to know you and you will find that whenever ATO's get together, you will be welcome. Also, if at any time you need scholastic aid or assistance in any other way, please feel free to call upon any of us.

Sincerely,

John Hafendorfer
RUSH CHAIRMAN
Any Questions About ATΩ?

We "TAUS" invite you to ask us........

Larry Alexander
Joe Alfano
Chuck Bunch
Ken Carson
Wayne Cooke
Robbie Cox
Duncan Curtis
Bennie Dale
Dean Dixon
Ron Dowdell
John Gragg
Ricky Grinstead
John Hafendorfer
Robby Harris
Larry Heishman
Jim Higginbotham
Mike Iachetta
Dennis Ivy
Butch Keller
Jerry Lane

John Langston
Chuck Layne
Jim McCoy
Mike Miller
Sonny Oliphant
Donell Parrish
Jerry Penley
Steve Playl
Ray Roberts
Jim Sacco
Scott Scutchfield
Fred Simmons
Jim Simpson
David Speer
Rudy Thomas
Jim Ullman
Charlie Wallace
Johnny Webb
Rob Wheeler
Brad Williams

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