

ZETA LAMBDA SCRIBE

A PUBLICATION OF ZETA LAMBDA CHAPTER, ALPHA TAU OMEGA FRATERNITY

MURRAY, KY. — The brothers of the Zeta Lambda chapter, Murray State University, Murray, Kentucky, were honored with the presence of two Worthy Grand Chiefs at their twentieth annual Founders Day celebration. A banquet and dance were held on March 31 at the Executive Inn in Owensboro, Kentucky.

Gerald E. Johnson, Worthy Grand Chief from 1958-62, and Dr. Patrick I. Brown, Alpha Tau Omega's present Worthy Grand Chief and an alumnus of the Zeta Lambda chapter, both spoke at the banquet that drew over 250 active brothers, alumni and guests.

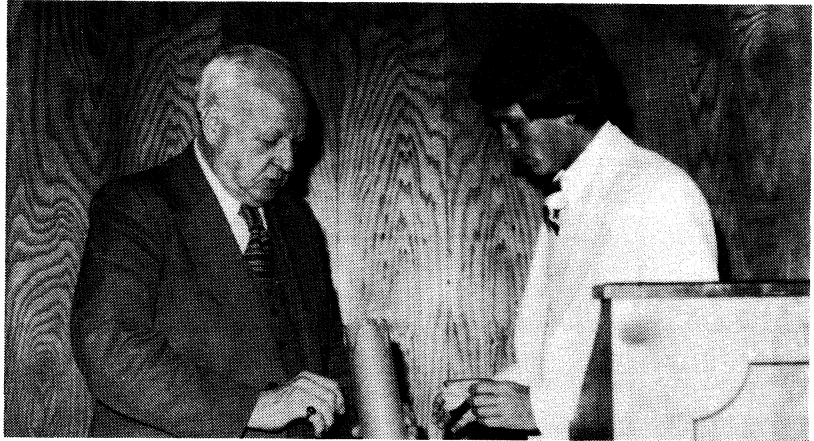
The speaking engagement with Zeta Lambda was not the first for Johnson. He was the Worthy Grand Chief in 1959 and visited Murray's campus to install fifty men as charter members of the Alpha Tau Omega fraternity on May 9 of that year.

Johnson recalled telling the new chapter at the Installation Banquet twenty years ago that there would be "no hazing" and emphasizing scholarship. "In the past twenty years," Johnson said, "I feel they have followed my advice."

Before obtaining its charter the Zeta Lambda chapter served as an ATO colony for two years. (Initially formed from the Beta Tau Beta local fraternity). It was during this time that Johnson received a letter from Roy Stewart, ATO alumnus of Union, 1923, and the director of athletics at Murray State for many years.

Johnson said, in his speech, that Stewart wrote of the high quality of leadership and scholarship in the men of the Alpha Tau Omega colony. "I am proud of you for always having kept that record," Johnson said.

Johnson concluded his speech by saying Zeta Lambda is, "One of the best chapters in Alpha Tau Omega."



Gerald E. Johnson and Lynn Richard

Brown was introduced to the highly enthusiastic crowd by Randy Hutchison, master of ceremonies, who said, "I'm damn proud to say — He's from Murray State!"

Brown graduated from Murray in 1965 and remarked, "I'm not really known for my modesty about this chapter."

Brown said fraternities served more of a purpose than "formal clicks" or for sentimental alumni. He quoted Otis Allen Glazebrook when he said ATO was "not man-made, but God given."

He urged the members of Zeta Lambda to carefully consider the future of the chapter. Brown listed three reasons why there would be fewer available undergraduate males entering college: the dropping national college enrollment, the "mean age" of our population increasing and the fact that a college degree is not as important as it used to be.

"We must be prepared for reality," Brown said, and constantly be aware of the image the fraternity is presenting.

"We want to insure a bright future for our chapter and our fraternity," he said. The active brothers should feel that they can, and should be better than those that have gone before them, he said.

Brown asked the alumni to also be contributing members in the constant improvement of the chapter. And he added the word "contributing" means more than "bucks."

He suggested that the alumni could help the chapter plan for future housing, have rush parties in their hometowns and offer scholarships to defray the cost of pledge initiation.

After a tremendous standing ovation, Jeff Taylor, province chief, presented Brown with a plaque acknowledging Zeta Lambda's appreciation and Brown's national achievements in ATO.

Alumni and actives at the banquet not only heard two very inspiring speeches, but they viewed a film, entitled, "ATO Today." It was produced by Terry K. Dunn, former Worthy Master of the Zeta Lambda chapter.

The film showed the ATO house, located at 101 N. 16th Street, which was the first fraternity house at Murray State. Since the time it was purchased in 1967 many rooms have been added and the chapter's holdings have grown to a remodeled "game room" and additional sleeping quarters for the growing chapter known as the "Annex."

Shots of the traditional firing of the cannon and new faces of brothers and

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little sisters brought the alumni up-to-date with the present Zeta Lambda chapter.

Included in the film was the honored picture of the charter members, three of whom were at the banquet. Charter members J. D. Pigue, Dwain Taylor and Bobby Cassidy all received a print of the fraternity house from David Graham, president of the Housing Corporation.

When these men were on campus, twenty years ago, things were a little different. At the time of ATO's installation there were only two other national fraternities on campus — Pi Kappa Alpha and Sigma Chi. There are now 12 national fraternities.

Spring Rush

The 1979 Spring Rush was the most successful Spring Rush in several years. Everyone contributed something in his own way, and the results were hard work and good times.

Actual Rush started January 15 with the Brothers establishing contact at the Rushees' dorms. Several Wednesday, Friday, and Saturday night parties added to the enjoyment of Rush. One party in particular, the First Annual Pat O'Brien Party, was a huge success and preferred to last until the wee hours of the morning. The Little Sisters did a great job decorating the house for this party and selected Brothers served hurricanes to the large crowd. No casualties were reported.

On the more serious side of Rush was the Spring Smoker. Rick Jackson's organization of the Smoker contributed to an enjoyable evening for the Brothers, Little Sisters, and Rushees. The speakers and entertainments were impressive to all present.

The result of all this hard work was accepting fourteen pledges on February 5. I'd like to thank the Brothers and Little Sisters for their help, support, and friendship.

Greg Fox

Rush Chairman

The brothers around Murray are still talking about Founders Day. By most counts we had approximately 80 to 85 alumni attend events — and it is indeed worthwhile to take the time to attend such an event to renew old friendships and make new ones.

The enrollment of Murray State College was 2,400 when the "College News" reported Gerald E. Jones' visit to campus in 1959. Today there are 8,000 students enrolled in Murray State University.

Bob Jennings was the first president to serve the Zeta Lambda chapter. Worthy Master at the time of the twentieth anniversary is Lynn Richard, from Benton, Kentucky.

Richard said he tried to contact as many of the alumni as possible about Founders Day.

"We wanted the alumni to meet the chapter and see some of our accomplishments over the years," he said, "and also see where we are headed in the next five to six years."

We received many favorable comments from Brothers all over the country concerning our last newsletter. We will be publishing three a year. Publication dates will be May 15, September 15, and January 15. It is our intent to keep you better informed of undergraduate and alumni activities. We would like to encourage anyone who would like to write an article for the Scribe to do so. Simply mail it to the house, % Zeta Lambda Scribe, 101 N. 16th St., Murray, KY 42071.

The Association has hosted to receptions, one in Owensboro in December and the other in Louisville in March. Hopefully this type of affair will become an annual event. It is our intent to take the Association to you as much as possible.

We hope to encourage each of you to begin making plans to attend Homecoming this fall. We will have another newsletter outlining the entire weekend, but we are making plans to provide babysitting services, group seating for the ballgame, and Saturday night activities. We expect a super weekend, but only if you come.

We continue to ask for your ideals that will improve and strengthen the Alumni Association and better serve you. Many of your suggestions are in the process of being implemented now. Just let us know your desires.

Once again, be making your Homecoming plans. We want and need your presence and support.

Fraternally,

David Graham

Many changes have occurred during the twenty years Zeta Lambda has been on Murray's campus, but ATO's still excel in leadership and scholarship.

Those active brothers receiving special recognition at the banquet were Mark Hardin, Michael P. Butler Award; Leon Adams, Foundation Scholarship; John Thacker, Thomas Arkle Clark Award and for outstanding alumni, David Graham.

The Founders Day celebration proved as a significant milestone marking the more than 750 chapter members' twenty years of enduring brotherhood in Alpha Tau Omega.

Worthy Grand Chief Brown summed it up best when he said, "I love and respect all my ATO brothers!"

Homecoming '79

Homecoming 1979 is set for the weekend of Oct. 26th and 27th. Festivities for our 20th Anniversary Homecoming will begin Friday, Oct. 27 at 7:00 p.m. with the annual Housing Corporation Meeting being held at the church across the street. Immediately following the Housing Corp. Meeting a Cocktail Party will be held at the house at 9:00 p.m. We are planning many surprises for the Alumni for the Cocktail Party to celebrate a Great Twenty Years. Bright and early Saturday morning at 10:00 a.m. the parade will begin which will include an entry from the Brothers of Alpha Tau Omega. An Alumni Brunch will be held at the church at 11:30 and you will be able to pick up your mums at the House at 12:00.

The football game will begin at 2 p.m. with the Racers' foe being the Eastern Ky. Colonels. That night at 9:00 p.m. the Homecoming Dance will be held at Ken-Bar Inn Resort at Gilbertsville, Ky. The dance will be BYOB with set-ups and ice provided. If rooms are desired, please contact Ken-Bar Inn.

All times are tentative and are subject to change, but an Alumni mailing will be sent out at the end of the summer with final details of Homecoming 1979. We hope that all of our Alumni will turn out to help us celebrate Zeta Lambda's 20th Anniversary.

Fraternally,

Bobby Partin

Homecoming '79

Homecoming '79 is set for Oct. 27th. There will be the usual Cocktail Party on Friday night the 26th, with the football game being played Saturday the 27th. This year's team is expected to win the O.V.C., so it should be a great game. There will also be a dance on Saturday night. Special plans for this year's Homecoming are still in the making, but a couple include, babysitting services for the children of Alumni and the Alumni Brunch on Saturday morning. Homecoming '79 is expected to be the biggest and best ever. It will be our 20th Anniversary and because of the great Alumni turnout at Founders Day (almost 100), there is good reason for you to expect to see all your old running mates and brothers at this year's Homecoming. Complete plans for Homecoming '79 will be in the next newsletter. Hope to see you there!

Fraternally,
Bobby Partin

20th Founders Day 1979

The year 1979 marks Zeta Lambda's 20th year at Murray State University. This 20th Anniversary year was highlighted on March 31 by the Founders Day Banquet and Dance held at the Executive Inn Rivermont in Owensboro, Ky.

There were several awards given during the banquet which was emceed by Randy Hutchison. Awards given by the Zeta Lambda chapter included the Michael P. Butler Sports Award given to Mark Hardin; the Thomas Arkle Clark Award nomination given to John Thacker; the Richard A. Parts scholarship nomination given to Keith Barber; and the Outstanding Alumnus Award given to David Graham.

The Alumni Association presented with the Special Alumni Housing Award.

Besides the awards there was a new film called "ATO" which was produced by Terry Dunn and Randy House.

The highlight of the banquet, however, was past Worthy Grand Chief Gerald Johnson's "Look at the Past," followed by present Worthy Grand Chief Patrick I. Brown's "A Look at the Future." These were two of the most inspiring talks ever presented at a Zeta Lambda Founders Day.

This being the 20th Founders Day there was also a special presentation of the Charter Initiates who were present.

The dance which followed was a great climax to a fantastic evening. There were over 250 Brothers, Alumni, and guests in attendance. This dance will probably be the source for more war stories than any Founders Day in the past. Everyone had a great time.

With all the fun, reunion, and war stories, we sometimes forget about the work it took to put this weekend together. I would like to extend thanks to Founders Day Chairman Keith "Rolo" Inman, and all those Brothers who helped him. Most of all the thanks need to go to Jeff Taylor our Province Chief. Without Brother Taylor this weekend could have been just another weekend.

To all of our Alumni Brothers who attended the festivities and gave so freely, we extend our deepest thanks and hope to see you at Homecoming in the Fall.

I Love and Respect
All My Brothers,
Ernest L. Southers
Alumni Relations Officer

Alpha Pi Pledge Class

We are happy to announce that Zeta Lambda had another very successful semester in recruiting quality candidates for pledgship. Also in comparison to the last several years of spring pledge classes a very good quantity, as we had fourteen young men accept bids of pledgship.

In our efforts to reduce depledge rates, two key points were instilled into these guys early. First, they must get close fast, learn to do everything together, and realize that they can have fun together. This I felt was a main factor in keeping thirteen out of fourteen. Secondly, we constantly drilled a sense of pride of themselves and ATO in them. I can honestly say that the Alpha Pi pledge class is a very proud bunch and we can truly expect much improvement at Zeta Lambda through the efforts of these young men.

A list of those who pledged in the Spring of '79 is as follows: Dick Cobb, Frankfort, Ky.; Doug Doris, Frankfort, Ky., Ideal Pledge; James "Buck" Mastellone, Miami Beach, Fla.; Wayne Mosley, Trenton, Ky.; Bill

Nolan, Mt. Clemons, Mich.; Bill Oakley, Frankfort, Ky.; Terry Prater, Owensboro, Ky., President; Allen "Skip" Rohrer, Taylorville, Ill., Vice-President; Stan Routt, Murray, Ky., Treasurer; Tracey Seymour, Evansville, Ind.; Paul Turner, Danville, Ky., Secretary; Terry Varney, Frankfort, Ky.; Eddie Whelan, Owensboro, Ky.

I would like to thank Brother Bill Beasley for his time and effort spent in helping me and the active chapter in administering the final pledge test as he was very effective in helping this pledge class learn more about ATO both locally and nationally. Thanks again, Bill. Also, I would like to thank Greg Carter for his help as the assistant pledge trainer. It was very strengthening to have someone who has been around the fraternity a little longer to turn to for advice when holding such an important office. I also cannot find the words to express my gratitude to the active chapter for allowing me to serve in such a capacity. It has been very heartwarming and truly worthwhile.

It is with true sincerity that I say, I love and respect all my brothers.

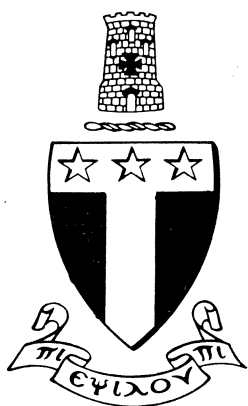
Fraternally,
Greg Shoulders
Pledge Trainer

A Word From The Alumni

As we approach the summer of '79 it is appropriate that we reflect on the recent history of Zeta Lambda. We can certainly be proud of the achievements of the Actives and Alumni alike. The chapter is growing — last fall we took the largest pledge class in recent history and this semester we took the largest spring pledge class ever. This is certainly reason to look to the future with a great deal of optimism. The chapter is financially sound and the importance of this cannot be over-emphasized. Last Homecoming the Alumni & Housing Corp. had the most productive meeting in the recent past and the seeds were sown for a dynamic, effective alumni association which will be essential to the future health of our brotherhood. The active chapter in the last year has made alumni relations as a top priority item. The first fruits of our labor were seen at Founders Day which was a tremendous success.

So, we have reason to look to the 1980's with anticipation and optimism

— but this optimism must be tempered with a realistic survey of the challenges that confront Zeta Lambda in the decade ahead. The chapter will find competition for rushees increasingly tough as enrollment drops. Only one or two semesters of a poor rush and/or pledge program would be a setback of the first magnitude. Inflation and other economic factors will require continued business — like Management of the chapter and Housing Corp. In the near future it will become necessary to build a new house on the corner of 101 N. 16th. This will be no small undertaking as we are talking in the hundreds of thousands of dollars. To accomplish this, we as alumni must get involved. With approximately 700 alumni our goals can be reached — but only with your help and support.



We must always keep the primary purpose of Alpha Tau Omega in focus — that of course being the ties of Brotherhood. The active chapter must never lose sight of this — for if this happens we have betrayed the very purpose of Alpha Tau Omega. The chapter should and does realize that both the social and business aspects of ATO merely serve to sustain and enhance the bond of Brotherhood. As a “new alum” I realize that the bond does not end with graduation. I owe ATO a great debt for the close friends I have found in the fraternity. I am sure that we all remember hearing “you are an ATO for life” at some time during rush or pledgeship and I have found that this is true. A call or even better a visit with a close brother, or to the chapter house will work wonders for the enthusiasm of an alum and return to memory a lot of grand times (that many of us may not want to

remember). In this regard, let’s all plan to be at Homecoming ‘79 and make it the biggest and best ever.

To the active chapter, congratulations on what would seem to have been a very good semester. Keep up the good work and let’s improve what is already without doubt the best fraternity on the MSU campus. You guys have meant so much to me; I hope and plan that down through the years we can keep in touch. To have served as Worthy Master of the Zeta Lambda was one of the highest honors of my life and I think you for that opportunity.

Finally, to our younger ATO’s I want to once again strongly encourage you to be very active in ATO. The rewards are tremendous and the memories and friends will always stay with you.

I certainly hope to see you all at Homecoming ‘80 and if you ever find yourself in Roanoke, Va. — give me a call.

I love all my Brothers,
Kerry Harvey

The Spring semester of 1979 has been one of the very best for The Little Sisters of the Maltese Cross. Election of officers was one of the first things done this semester. Elected were Regina Lovett — President; Donna Dick, Vice-President; Kathy Harris — Treasurer; Debbie Franklin — Secretary; Dianna Lee — Pledge Trainer and Kathy Haege — Assistant Pledge Trainer. The past officers did a fantastic job and the Brothers and Sisters of Alpha Tau Omega would like to extend a special thanks to you the former officers for a job well done.

The Little Sisters started the semester off with a boom with their great help at our 1st annual Pat O’Brien’s party and followed in great form with their help and work at the Beer & Cheese Party. The Spring Smoker was excellent and the Little Sister Function at Ky. Dam was one of a kind. Fantasy Island was the theme, and even though it was thrown together quickly the Brothers termed it a great success. The Brothers held a supper for the Little Sisters, Sunday night, Feb. 25, to show in some way our appreciation for their fantastic work and undying faith in the Brothers. Probably the high point of

the semester was the initiation of 14 Little Sister Pledges into full membership of the Little Sisters of the Maltese Cross.

I would like to express my gratitude to the Little Sisters of the Maltese Cross. It was and is truly an honor to be Adviser and especially an even greater one to be asked to do it for a second semester. The Little Sisters of The Maltese Cross are Number One in my heart.

Jim Ealey, Adviser

A Message From The Worthy Master

As Zeta Lambda approaches the end of another semester, I feel it is necessary to inform our Alumni of the status of the chapter. When the present administration came into office in December, we were lucky enough to follow an extremely efficient one. Because of the efforts of the chapter, last year’s executive council, and the guidance of Brother Kerry Harvey, we were able to enter 1979 with accounts payable down to practically zero.

Since January, our financial situation has been fairly stable. This is because we now have approximately 65 active brothers and because of a very fine, “tight belt” performance by our treasurer Pat Gossum. Also, the chapter proved to themselves this semester that an effective rush does not necessarily have to be an expensive one. Comparatively, we spent less and took more sharp guys than anyone else on campus.

Our newly revised pledgeship, with more emphasis on scholarship, has for the second semester in a row been successful. In February, Zeta Lambda installed 14 men as pledges and next semester 13 will be initiated into our brotherhood. I must say here, since the termination of their pledgeship, they have already proven to be outstanding neophytes, and have the potential to be great brothers.

I am sure if any Alumni have recently visited the property, they can see how great the need is to make improvements and to make plans for building a new house within the next five or six years. This is not to say that immediate plans for property improvement haven’t been made. The newly

elected Housing-Alumni Board of Directors have helped the chapter in maintenance of property throughout the semester. In addition, the directors have decided to make interior renovations to the Annex this summer, in order for the brothers who live there to have a more comfortable and convenient place to live next Fall. Even though the efforts of a Board of Directors to the Housing-Alumni Association has proven to be effective, the chapter still encourages any inputs from our Alumni and welcomes them to visit or to attend chapter meetings any time.

As Zeta Lambda enters the summer in its 20th year of success and growth, one of our greatest concerns is Homecoming 1979. The celebration of our 20th Anniversary in Owensboro was fantastic. The huge turnout of Alumni at Founders Day '79 was inspiring and reassuring that Zeta Lambda's brotherhood lasts and is as strong as ever. I am convinced that turnout, celebration and brotherhood will be just as great next October for Homecoming as it truly was for Founders Day in March. The plans are already in the making for a "large time" at Homecoming and I hope all Alumni will plan to return to their home and celebrate 20 years of Brotherhood once again.

I would like to take this opportunity to thank the brothers for allowing me to serve as Worthy Master so far this year. It has been a learning experience for me and has undoubtedly been the biggest challenge I have ever undertaken. I would like to thank Pat Brown and Jeff Taylor for their help, inspiration and guidance throughout the semester. I would also like to give a special thanks to Dr. Harrell and Dave Graham for their patience and for the tireless hours that they have worked for the chapter this semester. Contributing also, have been our Little Sisters, who are no doubt, the greatest group of girls on Murray's campus.

In closing, I would once again like to invite all Alumni to "come see us" and also to remember to make plans for Homecoming '79. Whenever Alumni find it possible to come see us — we welcome you — and I'm sure you will see that the Zeta Lambda chapter of Alpha Tau Omega is still the finest fraternity on the Murray State Campus.

I love all my Brothers,
Lynn Richard
Worthy Master

ATO Centurion Club formed

A new club has been established within the fraternity and is being called the ATO Centurion. It has been established for the purpose of honoring our brothers who have contributed \$100 or more in a 12-month period. Members are being recognized by having their names added to a plaque which is on display in the house.

The inscription on the plaque reads "ATO Centurion Club in appreciation

to the brothers who are members." At present there are eight brothers who have given donations of \$100 or more since Homecoming 78. We are hopeful that many more will be added in the coming months. The proceeds from these contributions are being designated to retire the indebtedness on the facilities. All Brothers are being asked to consider becoming members.

**We need your help
Be sure and request**

**A Donation
Payment Book**

By Writing

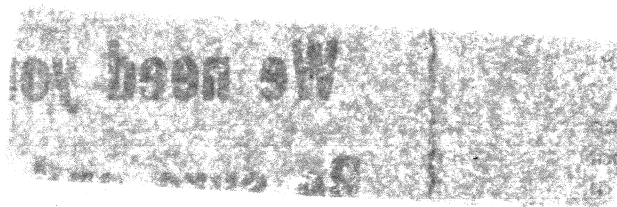
ATO Alumni Association

P.O. Box 812

Murray, KY 42071

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Alumni Association**
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**Non Profit Org.
Bulk Rate
Permit No. 149
Murray, KY 42071**



Note From Editor

I would personally like to thank all Brothers and Little Sisters who wrote articles for the Scribe this year. Also, a special thanks to Dave Graham who helped me a great deal.

Fraternally,
Rusty Burchett, P.R.O.