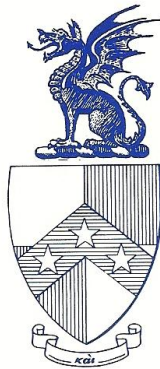


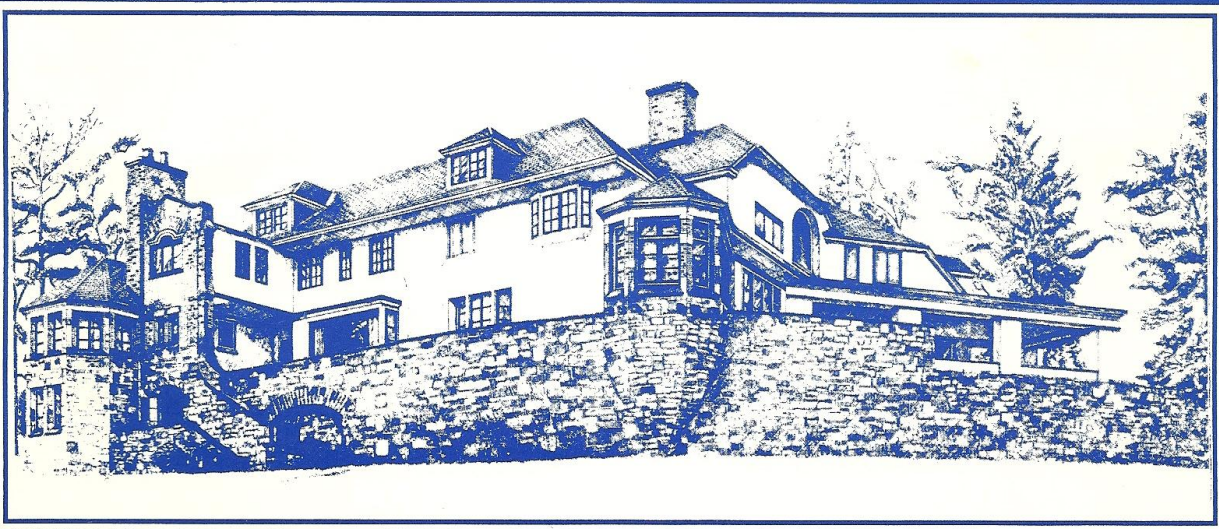
Beta Theta Pi

Beta Delta Chapter

19



90



Cornell University

Welcome to Beta



DEAR RUSHEE-

Here at Beta, we realize that finding the right fraternity is indeed a difficult thing to do. With over 40 chapters on this campus, each with a distinct personality of its own, Cornell makes choosing a fraternity a confusing process. I cannot emphasize enough how important it is that you take rush seriously so that when you finally make your choice, you are comfortable with your decision. It's possible that Beta is not the right house for you. But one thing I am sure of is that it would be hard for anyone not to feel at home at our house.

For any interest you might have, chances are that there's a Beta who shares that interest. Our brotherhood is extremely diverse: we have brothers from California to Connecticut, involved in everything from campus politics, to journalism, to varsity sports.

Although diversity may be the most apparent strength of Beta, there are many other less obvious but equally important aspects of our house. What I've tried to do, within the context of this book, is to give you a comprehensive picture of our fraternity. I hope to answer perhaps the foremost question in your mind, should you decide to rush: "What is being a Beta all about?"

A handwritten signature in dark ink, appearing to read 'T. Spargo', written in a cursive style.

THOMAS SPARGO
RUSH CHAIRMAN

What is Being a Beta all About?

Brotherhood and Having Fun



Jeff at our $\Delta\Gamma$ Mixer

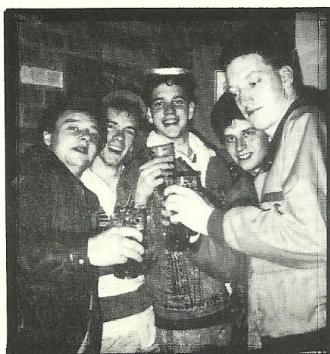


Preparing for Parent's Weekend



Beta Sweethearts

One of the most important aspects of Beta is that we truly enjoy each other's company. Some of the best times we have here are when we are just hanging around the house talking to each other all hours of the morning. Of course, our social functions provide good times as well. Each semester's calendar is filled with events such as Formals, Big Parties, Date Nights, Sorority mixers and Road Trips. Relaxing in our hot tub is another alternative on nights when nothing is planned.



Pledge Road Trip to Toronto

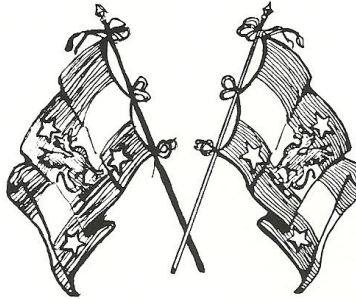


The Beta Spring Formal

Being Active on Campus

Betas are involved in numerous activities on campus. We believe the experiences that we gain outside the house are extremely enriching and just as important as the events that occur inside the house. Here are some of the activities brothers participate in:

Lightweight Crew
Rugby Team
Cornell Soccer
Varsity Football
Sailing Team
Lonestars Hockey Team
Cornell Review
Cornell Daily Sun
Orientation Counselors
Rush Counselors
Teaching Assistants
ILR & Ag Ambassadors
Class Notes
Student Advisors
Cornell Concert Commission



Big Red Band
Student Assembly
Class Council
Inter-fraternity Council
Madison & Tower Advertising
College Republicans
Cornell Dining
Ho-nun-de-kah
Tau Beta Pi
Phi Kappa Phi
Engineering Co-op
Cornell Model Congress
IEEE
Cornell Tae Kwon Do
Cornell in Washington

BETA

Contributing to the Community

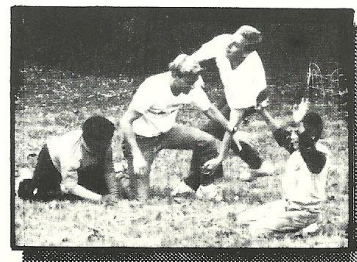


An outing with the GIAC kids

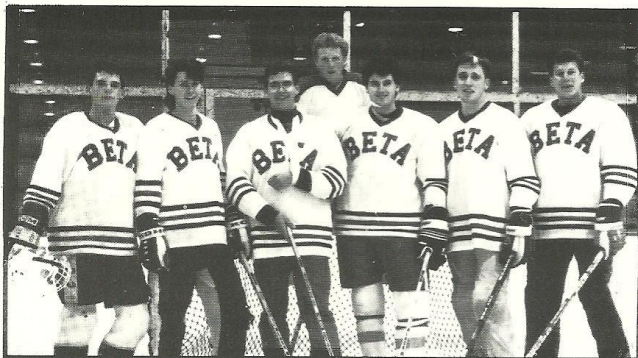


Lou and a new friend

Beta was founded upon the principle of providing for its members the means to better oneself and improve one's understanding of the world. That is why we are called a Social Fraternity: we offer the opportunity for social advancement. Helping the community through philanthropy projects is one of the ways our members gain a profound appreciation of our environment and of those who are less fortunate. We organize one major philanthropy project each semester and sponsor many smaller projects throughout the year. For example, in the Spring of '89 we coordinated the "Shed-A Layer for Charity" clothing drive with Delta Delta Delta sorority. In the project, we collected over 3000 lbs. of clothing--all of which was donated to Ithaca's needy. We also often share our time with a group of underprivileged children from GIAC (Greater Ithaca Activities Center) by taking them ice skating or to a football game.



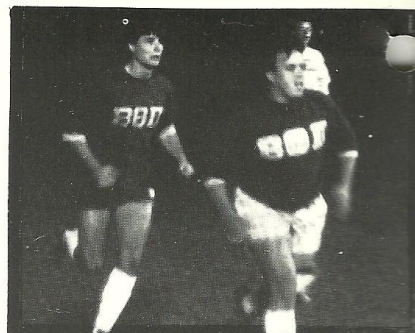
Participating in Athletics For Beta...



Contending IM champs: The BØII Hockey Team



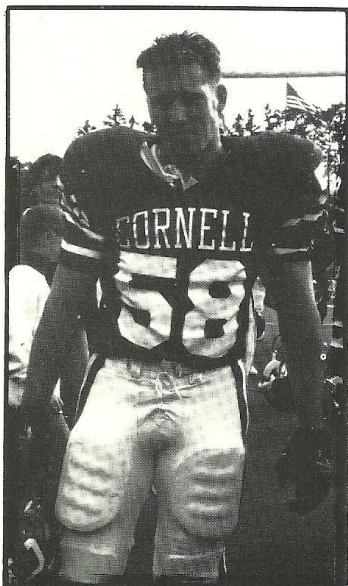
Brent going deep to receive



Dito and Ryan moving to the Ball

Intramural athletics are very important to us. We find that victories won in athletic competition provide the house with a sense of unity and pride. Each year, we try to gain all-sports points, and in recent years we have done very well. Last year, we were champions in two sports, finalists in fencing and bowling, and semi-finalists in soccer, hockey and cross-country. By the end of last year, we had placed fifth in the overall all-sports standings.

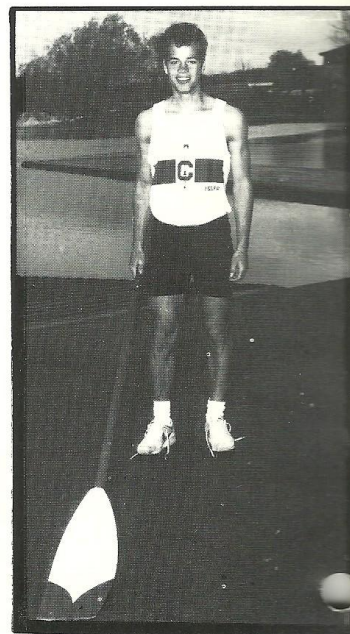
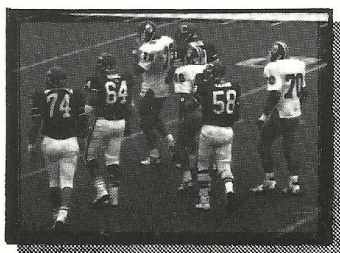
For Cornell...



#58 Kevin Keane - Center



Doug before a game



Eric shows off his oar

110 Years at Cornell...

Since 1879, Beta Theta Pi has been an integral part of Cornell. We have very active alumni who represent us in all walks of life throughout the country and around the world. We value our alumni and treat them with respect. This attitude that we have toward alumni has brought us praise from not just our national fraternity but from Cornell as well. In 1989, Beta won the Interfraternity Council's Best Alumni programming Award.

NOTABLE BETAS AT CORNELL:

James B. Maas- Professor of Psychology, Cornell University.
Adolph Coors- Coors Brewery, Golden Colorado.
Deane Mallott- Former dean of the Johnson School of Management and past president of Cornell University.
Robert Kane- Former Director of Cornell Athletics and U.S. Olympic Committee Chairman from 1977-1981.
Carl Kroch- Founder and president of the nation's largest bookstore chain, Kroch's & Brentano's Bookstore, Chicago.



Class of '39 Alums



150 Years in the U.S. and Canada

Beta Theta Pi boasts one of the strongest national fraternities. We have over 130,000 initiated members; over 90,000 living members, and over 7,000 undergraduate members on 144 campuses in the United States and Canada. All across America, wherever there is an influential position to be had, you will often find a Beta. The Beta Theta Pi chapter here at Cornell has an extremely good relationship with the national fraternity. In fact, for the past two years, Beta Theta Pi General Fraternity has given us the Sisson Award, recognizing us as one of the top Beta chapters in the country.

PROMINENT BETAS IN...

POLITICS

Rep. Richard A. Gephardt -Missouri
 and **Eleven other U.S. Representatives**
Five U.S. Senators
Four U.S. State Governors
John Turner-Former Prime Minister of Canada.

BUSINESS AND COMMERCE

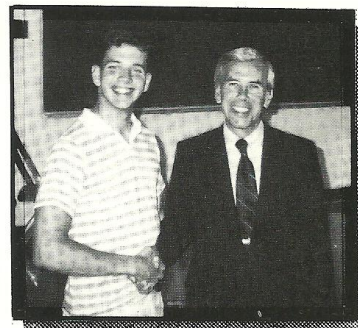
Samuel M. Walton-Chairman and Founder, Walmart Stores; the "wealthiest man in the US"
Robert F. Frederic-President, RCA Corp.
Roger H. Morely-President, American Express
John R. Opel-President, IBM
T.A. Wilson-President, Boeing Aircraft.

PROFESSIONAL ATHLETES

Michael J. Schmidt-Philadelphia Phillies
Stan Smith-Professional Tennis Player
Carl Goodrich-Former L.A. Laker
John Wooden-UCLA Basketball Coach.

MEDIA AND ENTERTAINMENT

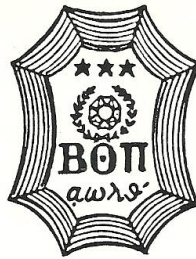
Adam West-Batman
James Arness-Former "Gunsmoke" TV Star
George Peppard-The "A-Team" TV Star.



Jack with fellow Beta Sen. Lugar



Cornell Beta Receiving the Sisson



1990 Beta Formal Rush Schedule

Monday, January 15 -

Smoker 12 noon - 4 p.m.

Tuesday, January 16 -

Smoker 12 noon - 4 p.m.

Wednesday, January 17 -

Smoker 12 noon - 4 p.m.

Thursday, January 18 -

Smoker 12 noon - 4 p.m.

Contacts 8 p.m. - 11 p.m.

Friday, January 19 -

No Events

Saturday, January 20 -

Smoker 12 noon - 4 p.m.

Contacts 8 p.m. - 11 p.m.

Sunday, January 21 -

No Events

Monday, January 22 -

Formal Dinner 7 p.m. Jacket & Tie reqd.

Contacts 9 p.m. - 11 p.m.

Tuesday, January 23 -

Dinner 6 p.m.

Bowling 8 p.m. at Ide's Lanes

Wednesday, January 24 -

Hot Truck Dinner 6 p.m. followed by

Vermonters at Ben & Jerry's.

Contacts 9 p.m. - 11 p.m.

Thursday, January 25 -

Dinner 6 p.m.

Sports Night 8 p.m. at Helen Newman Gym

(wear Sweats & Sneakers)

Friday, January 26 -

Dinner 6 p.m.

Ice Skating 9 p.m. at Cass Park

Saturday, January 27 -

Smoker 12 noon - 4 p.m.

Contacts 8 p.m. - 11 p.m.

Sunday, January 28 -

No Events

Monday, January 29 -

Dinner 6 p.m. followed by *Animal House*

Contacts 9 p.m. - 11 p.m.

Tuesday, January 30 -

Formal Dinner 6 p.m. Jacket & Tie reqd.

Contacts 9 p.m. - 11 p.m.

Wednesday, January 31 -

Formal Bids Extended 8 p.m. - 11 p.m.

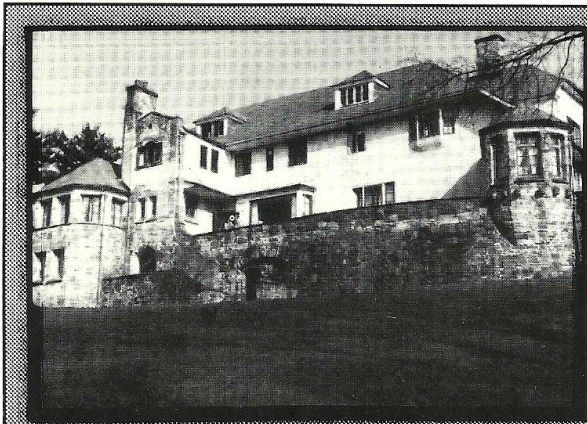
Thursday, February 1 -

No Events

Friday, February 2 -

Bid Signed 10 a.m. - 10 p.m. at the Straight.

Rides to all events, including smokers, will be available.
Pickups will begin 45 minutes prior to the event. Call Tom at 257-8409.



The Castle on the Rock

The Beta Theta Pi Chapter house, known as the Castle on the Rock, has been the home of Beta actives for over three quarters of a century. Situated on seven scenic acres, Beta enjoys the distinction of being the third largest land owner in Ithaca. Built by Beta for Beta, the Castle is under consideration for recognition as a landmark by the U.S. Historical Society. At present, plans for a \$1.6 million capital improvement are rapidly becoming a reality.