



## Ohio Staters

This year Ohio Staters began a more critical evaluation of the needs of the campus and attempted to play an increasingly active role in University life. For example, in January the group sponsored a talk by General Harold K. Johnson, Army Chief of Staff, who addressed a capacity audience in Mershon Auditorium.

They also donated a mascot—Brutus the Buckeye—to the cheerleaders. Brutus will become a regular spectator at all home football and basketball games. During football season, Staters sponsored a special train to the Michigan game. The organization also worked on providing a mobile trailer to replace the booths used for student activities promotions on the Oval.

Drake, Beanie  
Popham, Dick  
Chapman, Gary  
Furrow, Dick  
Goodman, Gary  
Hill, Mike



Kistler, Keith  
Lehman, Tom  
Lockwood, Mike  
Nelson, Bob  
Oates, Jim  
Reed, Kerry



Ritchie, Bill  
Shumaker, Dave  
Sneed, Bob  
Thomas, Tom  
Varian, Grant  
Yoder, Milt



# *What Price Victory For Brutus Buckeye?*

By SANDRA J. WHITE

Lantern Staff Writer

After leading Ohio State to a glorious Rose Bowl win, Brutus Buckeye, team mascot, has apparently been abandoned by his fans.

A Port Columbus Airport official called the Lantern Monday to describe Brutus' plight. "We've got your Brutus the Buckeye out here at the airport. Someone forgot him."

Brutus was dumped off a baggage wagon behind the Airport's Flight Service Station Friday upon his return from California. He spent a couple hours outside in 20-degree weather before a janitor took him into the building.

"We've been keeping him nice and warm and guarding him closely," said Charles B. Kerecman, of the Flight Service Station.

Employees at the Federal Aviation Agency Flight Service Station are keeping Brutus in the lobby of airport's General Aviation Building. They gave Brutus a Dixie cup hat which says "No. 1. Wondering if anyone was going to claim him, they later added two big tear-drops and a sign saying "I'm lost Take me home."

"Let's just hope the owners pick Brutus up before someone else does," said Kerecman. "We have no authority to hold him."

He said his associates had come up with at least two alternatives in case no one claims the mascot. One man wondered if O.J. Simpson would like Brutus for a graduation present.

Meanwhile, Brutus is patiently waiting for someone to take him to his winter home, an equipment room in St. John's Arena.

# BLOCK "O" BACKS THE BUCKS



Photo by Francis J. Ferrell

Block "O" Officers — Jay Beedy, vice president; Rick Boggs, president; Brutus the Buckeye; Tim Brown, Brutus committee; Karen Olmstead, executive secretary.

Second row: Donna Howard, membership director; Wendy Syrkin, stunt design chairman.

Third row: Tom Baginski, equipment; Dave Dickinson, treasurer; Diane Kopetz, membership; Kathy Thomas, office secretary; Billie Horne, stunt card committee; Phyllis Doelker, sgt.-at-arms; Sandy Knodel, mini-block chairman; Jennie Clouse, general chairman.

# Brutus Buckeye ruffled after Michigan escapade

By Jennie Phipps      NOV 23 1971      NOV 23 1971

Kidnap, a paint job, and near humiliation — it was a traumatic weekend for Brutus Buckeye, the chubby Ohio State mascot.

David Harris, a senior from Wadsworth and the brains behind Brutus, said the Buckeye made the trip to Ann Arbor in a van Friday afternoon. Both Harris and Brutus spent the night at the home of a friend.

NOV 23 1971  
Even friendship wasn't enough, though, to protect poor Brutus. The "friend" betrayed the whereabouts of Brutus to members of the Michigan chapter of the Theta Chi fraternity.

The stealthy fraternity borthers pried the locked van open and kidnapped the Buckeye.

Harris discovered Brutus's absence in the morning and went to the police who assured him that Brutus was in good hands.

Harris and the rest of Block O, which owns and protects the mascot, worried about him until the beginning of the Michigan-Ohio State game.

There at the game was Brutus in the hands of the enemy about to be carried onto the field.

"He looked pretty poor," Harris said.

Blue and yellow stripes were painted all over Brutus, including his smile and moveable rabbit-fur eyebrows.

Harris, Jay Beedy, president of Block O, and Rich Weltman, stunt design chairman, wrested the ravaged Buckeye out of the Theta Chi hands.

Damp towels and rainwater obliterated most of the blue and yellow, but the paint gummed up the moveable eyebrows. His smile suffered a little, too.

"It looks like he is missing teeth," Harris said.

Brutus made it safely through the game without any serious threats to his existence. However, on his way out of the stadium a group of fraternity men made one last ambush, according to Harris.

Brutus is now undergoing a total rehabilitation program, including a new smile and new rabbit-fur eyebrows.



FEB 1 1973

## Brutus Buckeye abducted

Block "O" has lost its mascot, Brutus Buckeye, and doesn't know where to find him.

Campus police say leave him alone and he will come home.

Mary Cornwell, president of Block "O," said a \$50 reward is being offered for the safe return of Brutus, with no questions asked, other than "Why?"

She added, "If we ever find out who did it, their ass is grass."

Brutus was missing Saturday morning when Jack Tamburello, who plays Brutus, went to get him from his habitat in a locked and chained cloak room in St. John Arena.

Campus police officer Ronald W. Jornd inspected the scene of the crime and said the thieves must have been very good at their task. All the chains were gone and no traces of cut metal could be found.

Thinking it was possible some kind of hoax, Block "O" waited until Tuesday evening to file a police report.

Cornwell said police told her the culprit faces a possible one-year imprisonment with six months before parole.

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### Brutus returns home, damaged 'extensively'

Brutus the Buckeye has been returned — broken and defaced with "extensive" damage.

Frank Titus, public information officer for campus police, said the Buckeye mascot was discovered near the Administration Building at 3:45 a.m. Friday by police agent Robert Taylor.

Brutus disappeared Jan. 27 from a locked cloakroom in St. John Arena.

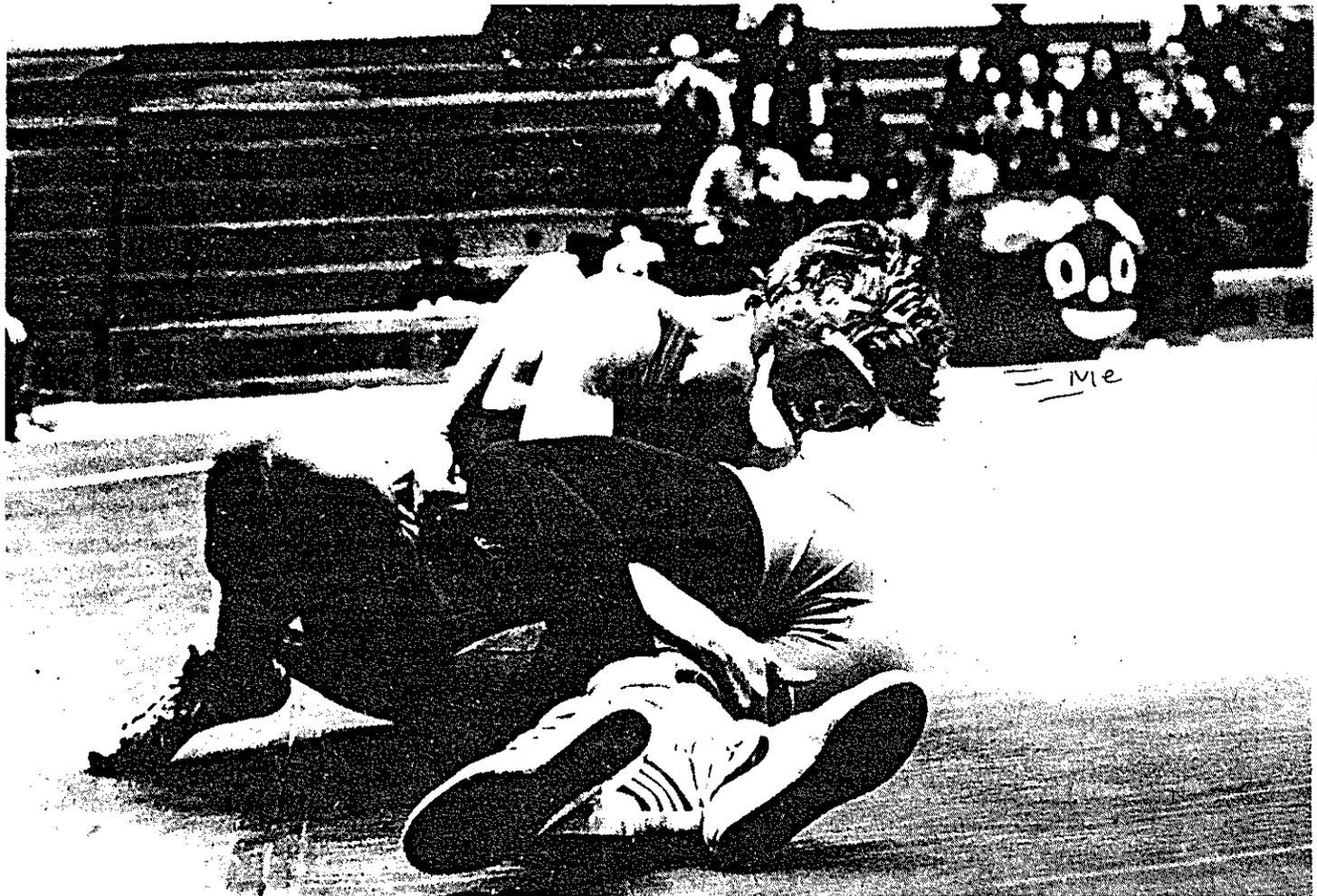
Titus said the case is under investigation. Brutus, meanwhile, has been returned to Block O for repairs.

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FEB 5 1973

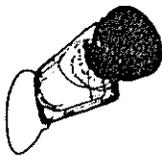
Jan 14, 1974



Mike Turley, Ohio State's 142-pound wrestler, puts a move on Illinois' Bruce Beam in their match Saturday.

Turley won the bout 7-5 as the Bucks dropped their fourth dual meet of the season.

Lantern Photo by Jackie Cohen



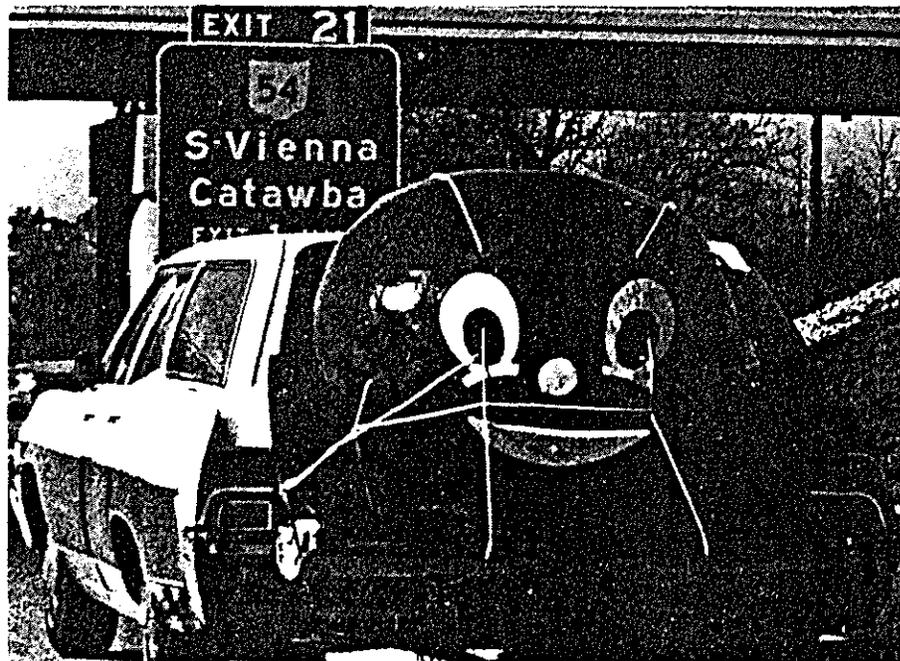
# Lantern

the ohio state daily

Tuesday, January 15, 1974

Page 3

## Missing again!



Lantern file photo

Holy Moley! Brutus the Buckeye has been kidnapped. Brutus, Ohio State's ever-faithful mascot and the Buckeye's most avid fan was forcefully taken from his home in St. John Arena Monday afternoon by a band of ne'er-do-wells. This makes the fifth time Brutus has been abducted.

## Brutus joins honorary JAN 22 1974

Brutus Buckeye, the funny roundheaded nut who hangs out along the sidelines of Ohio State athletic events, must have an IQ higher than the number on his back.

Brutus will be inducted into the sophomore men's honorary Romophos Jan. 28, the next home basketball game.

Bruce Grulke, a sophomore from Berea and president of the honorary, said Brutus has been returned to Block "O" after being kidnapped last week in honor of Romophos' 35th anniversary.

"If Brutus Buckeye can make it, anyone can," Grulke said.

### JAN 16 1974 Brutus found

Brutus Buckeye's mysterious disappearance was solved Tuesday. He was captured by Romophos, a sophomore men's honorary.

Brutus was discovered missing Monday from his locked room in St. John Arena by his caretaker, Keith Burkes. Burkes, a freshman from Blacklick, who took charge of the buckeye Jan. 5, said, "I hope they don't mutilate him."

Romophos will meet soon to decide Brutus' fate, according to Bruce Grulke, a sophomore from Berea and a member of the organization. However, campus police, hot on Brutus' trail, may first rescue the frequently disappearing buckeye from his captors.



Lantern Photo

And there he goes . . . Brutus Buckeye, number 00 of the icers, seems to have the ice and the audience all to himself. What a nut!



**SUMMER SLUMP** — After 20 basketball games, Keith Burkes, 19, of 7370 E. Broad-st, is putting away his alter ego, Brutus Buckeye, in expectation of the Fall football season. The sophomore major in marketing and political science was elected by the "Block O" cheering section Jan. 5 to wear the Ohio State University mascot symbol.

Rarely stays home long

# Brutus' life full of hassles

By Roger L. Routson

Brutus finally got tired.

After all that dancing around at football and basketball games, that little brown nut is ready for a nice long sleep.

He's now hibernating in a small storage room in St. John Arena.

"I'll really miss him," Keith Burkes, a sophomore from Blacklick and Brutus Buckeye's current legs, said.

Burkes, a soft-spoken individual, said he could not wait until football season and might interrupt Brutus' sleep before then.

"I would really like to appear at some baseball games and some tennis and lacrosse matches," he said.

The 40 pound fiberglass body is not an easy thing for Burkes to handle, who weighs 118 pounds and is not much taller than Brutus himself.

Despite this Burkes became the first mascot to ice-skate at a hockey game since the Buckeye's existence. Brutus was built in 1965 by Block "O" students.

## Brutus gets around

The tiny two inch slits that serve as eye-holes create another problem of judging distances.

"Sometimes I accidentally bump into people," Burkes said.



Brutus Buckeye is sleeping presently in St. John Arena. Keith Burkes, Brutus' legs, says he enjoys Brutus so much that he may wake him before next football season.

Lantern Photo by Dan Cotton

Brutus Buckeye has not had an uneventful history. In January, 1969, he was abandoned at the Port Columbus Airport after leading the team to a Rose Bowl victory.

After about two hours of sitting all alone in 20 degree weather, Brutus was taken inside by a kind janitor.

Airport employees placed two big teardrops and a sign on him that said "I'm lost."

He was then kidnapped by three Lantern staff members who asked for 1,000 names on a petition to show that students still cared about Brutus.

He was kidnapped again in 1971 before the Michigan

game and showed up at the game sporting blue and yellow stripes. After that, he went through a complete rehabilitation by Block "O" students.

In February, 1973, he was again kidnapped and returned with extensive damage.

The latest kidnapping occurred three months ago, by

Romophos, a sophomore men's honorary, in recognition of their 35th anniversary. He was then inducted into the honorary at a home basketball game.

## Home now

But Brutus is alive and well now and Burkes even plans to improve him with some paint and by replacing the shoulder straps with a harness.

Burkes said that he is too small to play football, but is a great lover of sports. He said he is doing a job he likes to do.

"I liked that little thing when I saw it out on the football field," Burkes said. "I envied that person in it and I wanted to be that person."

## Fun being Brutus

After submitting a petition to Block "O," he was selected by Block "O" officials. Burkes has played the part of Brutus Buckeye since Jan. 5 when he took over for a graduating senior.

"I never thought I'd be a mascot for a school this big," Burkes said. "In a way, I sometimes feel like the ugly duckling. But I'm having fun and trying to represent the University the best I know how."

Burkes said he tries to give the teams spirit and "just help any way that I can.

"I'm just a big fan of the Buckeyes," he said.



**MEET BRUTUS** — Triplet freshmen (from left) Matthew, Brian and Douglas Zelinski of Urbana met one of the more famous campus personalities — Brutus Buckeye — at the special "Get It Together" program for new students at Ohio State University in French Field House Sunday. The 18-year-old brothers are 1974 graduates of Urbana High School. Each intends to major in engineering. The Zelinskis and other Ohio State students start their first day of fall quarter classes Monday morning. (Photo by C-J Photographer Hank Reichard)

2 Citizen-Journal ★★★★★ Mon., Sept. 30, 1974, Cols., O.

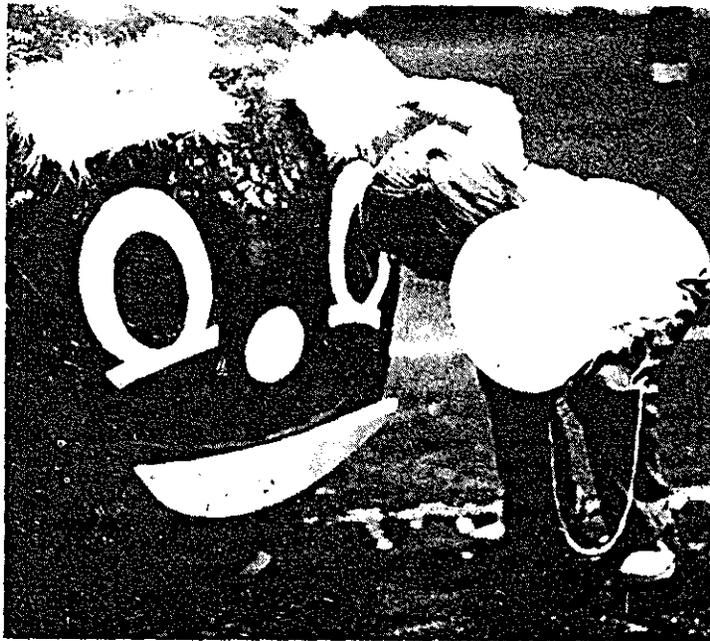
# Columbus Cit

OFFICIAL FORECAST — Partly cloudy Monday. High, low 60s. Overn  
VOL. 15—NO. 277

MONDAY, SE

## Students prepare barbecue

# Enarsons host newcomers



Lynne Oldsen, daughter of Mr. and Mrs. Carl Oldsen peeks in at Brutus Buckeye during the "Newcomers Welcome Barbecue." Her father is the new assistant director of the National Center on Educational Media and Material for the Handicapped.

It was a family affair Wednesday night as the new faculty and staff members were honored at the "Newcomers Welcome Barbecue" held at French Field House.

President and Mrs. Harold Enarson, hosts for the annual event, were present to personally welcome more than 500 newcomers. All faculty and staff members, instructor rank and above, and their families were invited.

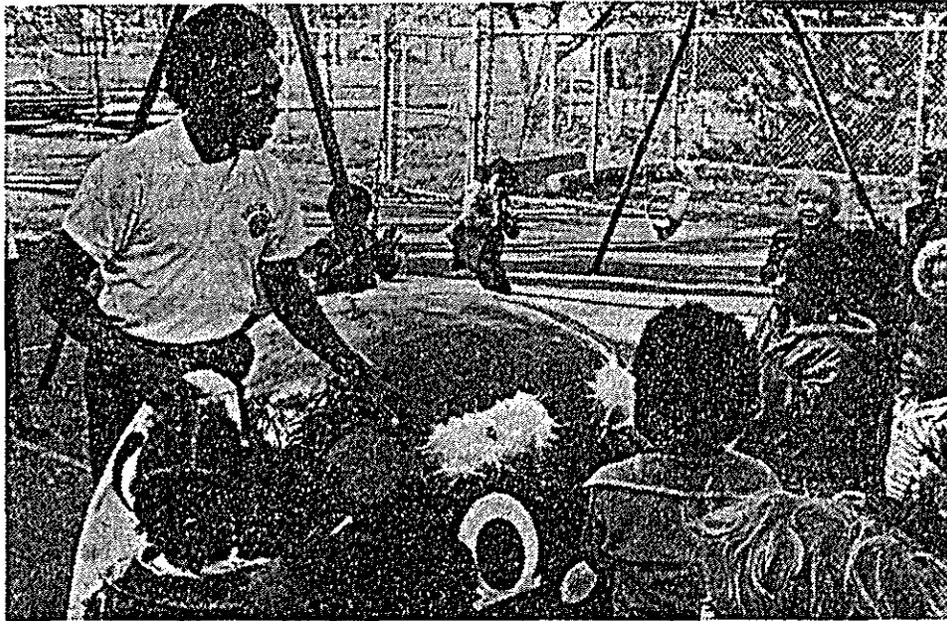
**ALSO ON HAND** to welcome the newcomers were members of the Board of Trustees, Enarson's staff, deans and department chairmen.

University students raised and prepared some of the food for the buffet style meal. Pumpkins, gourds and squash, grown by the horticulture department, were arranged on tables as take-home centerpieces.

**MEMBERS OF** the Ohio State University Marching Band performed, and were escorted by Brutus Buckeye, the university mascot, who gave helium-filled balloons to the children.

Other entertainment included an athletic department exhibit, children's films, and music by the Tom Battenberg Quartet. Battenberg is an assistant professor on the School of Music faculty.

Enarson changed the format of the welcome dinner three years ago, which previously had been a more formal, dress-up affair for faculty and staff and their spouses.



**MR. BRUTUS** — Ohio State sophomore Keith Burke of Blacklick comes out from beneath his Brutus costume to answer questions firsthand. He cavorts as Brutus at OSU football and basketball games.

TUES OCT 31  
1974



**BUCKEYE FANS** — Youngsters at Northside Day Nursery got a treat Monday when Ohio State University's one and only Brutus Buckeye paid them a visit. They crowded around the OSU mascot asking curious questions (left photo) or just to get close enough to stroke Brutus' fluffy eyebrows (right photo). His visit was to promote the university's United Way campaign and \$260,000 goal. The day nursery is one of 60 agencies aided by UW. 10-29-74



# on campus

at The Ohio State University

November 4, 1974



Brutus Buckeye, alias Keith Burkes, an Ohio State University sophomore, found that entertaining on a football field was infinitely easier than playground duty at the Northside Day Care Center. The center located at 94 E. Third, is one of the 63 agencies supported by the United Way.

# IN, OUT & ABOUT

With Dick O'Hara



## What's Brutus Without the Inside Man?

There is something distressingly difficult to understand in the decision that good old No. 00 — also known as Brutus Buckeye — can have a free ride to the Rose Bowl game, but his main animator can't.

I understand that the official Ohio State Rose Bowl contingent needs to include administrators, secretaries, office workers, equipment men, trainers, coaches, families, and even 60 football players. There's also an appropriate appropriation for the band and cheerleaders.

**THERE IS** none, however, for the homely, oversized cousin to a horse chestnut which has (since 1965) become the generally accepted symbol or mascot of the OSU football team. I'm also aware that Brutus is the property — and in this instance the problem — of his creators, Block O.

Block O is not an official arm of the athletic department. It merely turns out 1,100 students for each home football game to sit uncomfortably in the end zone card section and add flash and color to the spectacle that is Ohio State football. Anyone in Block O who wants to go to Pasadena can join a tour — for about \$315.

Brutus' shell also can ride along in the Block O plane's baggage compartment for little or maybe no fare.

**ONCE IN** California, it can sit in some locker or storeroom until New Year's Day, eating nothing and needing no place to sleep. Two among several Brutus alternates are paying their own way to Pasadena and they can take over for Keith Burkes on Jan. 1.

Burkes is the duly elected (by Block O) live operator of Brutus Buckeye. Unfortunately, he would be charged regular air fare on the tour and need to eat and sleep as well.

He can't afford \$315 and still pay his fees for next quarter.

**BURKES IS** a 20-year-old junior from Blacklick, Ohio, whose father works for an airline. He said he could use a family pass to ride (out of Cincinnati) to Los Angeles, but would

have no priority for a free ride home and so might be late returning to classes in January. Besides, there would still be eating and sleeping to pay for, and worry about.

Burkes figures he would need about \$200 to make the trip, and have a reserved ride home.

"Other schools take their mascot," he said, "but not Ohio State. The Athletic Department said no, Buckeye Boosters said no, Undergraduate Student Government said no, and the Alumni Association told me to ask around, then come back if no one else would help me."

So far no one has.

**SOME STUDENTS** offered to take up collections for Brutus in the dorms, but Burkes rejected the idea because of problems which might evolve from gathering and accounting for the money.

He still thinks there ought to be a better way.

Burkes has voluntarily expanded Brutus' schedule during the past year to include swim and track meets, baseball, lacrosse and soccer matches.

**HE EVEN** laced on skates and took to the ice with the Buckeye hockey team. How he did it, I can't imagine after having spent a few excruciating minutes trying to be an alternate Brutus during the homecoming football game.

Burkes merely said, "It's easier than dancing in the end zone. Besides, I really like to skate."

What he would like even better is to take his elected place inside Brutus for the Rose Bowl game, something he has never done before, and likely will have no chance to do again.

"**I DON'T** really understand this," said Burkes. "Brutus hasn't done anything wrong this year . . ."

I don't understand it either. I could make the first deposit to a Brutus Buckeye Fund, and probably would if nothing else turns up. But there must be some other way.

There is, isn't there?

# Fund shortage threatens cutoff Brutus Buckeye's lower half

By Michelle Gottlieb

Brutus Buckeye may go to the Rose Bowl without his legs.

Keith Burkes, a junior from Blacklick currently personifying Brutus, said, "I'd like to go, but Block 'O' told me I would not get a trip out to the Rose Bowl."

Block 'O' students constructed Brutus Buckeye in 1965 and Block 'O' is in charge of him.

Burkes said the American Automobile Association (AAA) is in charge of the Block 'O' sponsored Rose Bowl tour. AAA personnel are taking charge

of four groups instead of Block 'O' members.

"I COULD come up with at least part of the trip (expenses), but I have to go to school next quarter," Burkes said.

Suzanne Hartman, Block 'O' president, said this will be Brutus's first Rose Bowl trip in three years due to available space on the plane.

She said Block 'O' may have to pay baggage fare for Brutus, although nothing definite has been said yet.

Burkes has a number of assistants for Brutus Buckeye, Hartman said. If Burkes cannot attend the Rose Bowl,

one of his assistants attending the Rose Bowl may become Brutus's legs.

**BURKES SAID** the Athletic Department would not finance his trip to the Rose Bowl because the issue is not in their jurisdiction.

The Athletic Department finances the marching band's and cheerleading squad's trip to the Rose Bowl, James L. Jones, assistant director of the Athletic Department, said.

Jones said he believes it is not the Athletic Department's responsibility to finance Burkes' trip to the Rose Bowl, since Block 'O' is in charge of Brutus Buckeye.

**JONES SAID**, "This is the first I've heard about it, probably since I've been out of town."

"I went to the Alumni Association, but they told me to try a few other places," Burkes said.

Dan L. Heinlen, acting director of the Ohio State Alumni Association, could not be reached for comment.

Burkes said he is running out of places that could provide a trip to the Rose Bowl for him and Brutus.

**HE SAID** Undergraduate Student Government (USG) gives two free student trips to the Rose Bowl, but he

couldn't get one.

Doug Hoimes, USG president, said he has not made a decision pertaining to the student trips.

Holmes said USG does not give free student trips. The student works as a trip coordinator planning the USG tours and making sure students are in the right place at the right time. The student receives free passage to California in exchange for his work as trip coordinator.

**HOLMES SAID** the USG-sponsored tour requires two doctors and two nurses on the trip. For every 50 students on the USG tour, one person's passage is paid for.

In order to pay for the two doctors and the two nurses, 200 students must sign up for the USG tour, Holmes said.

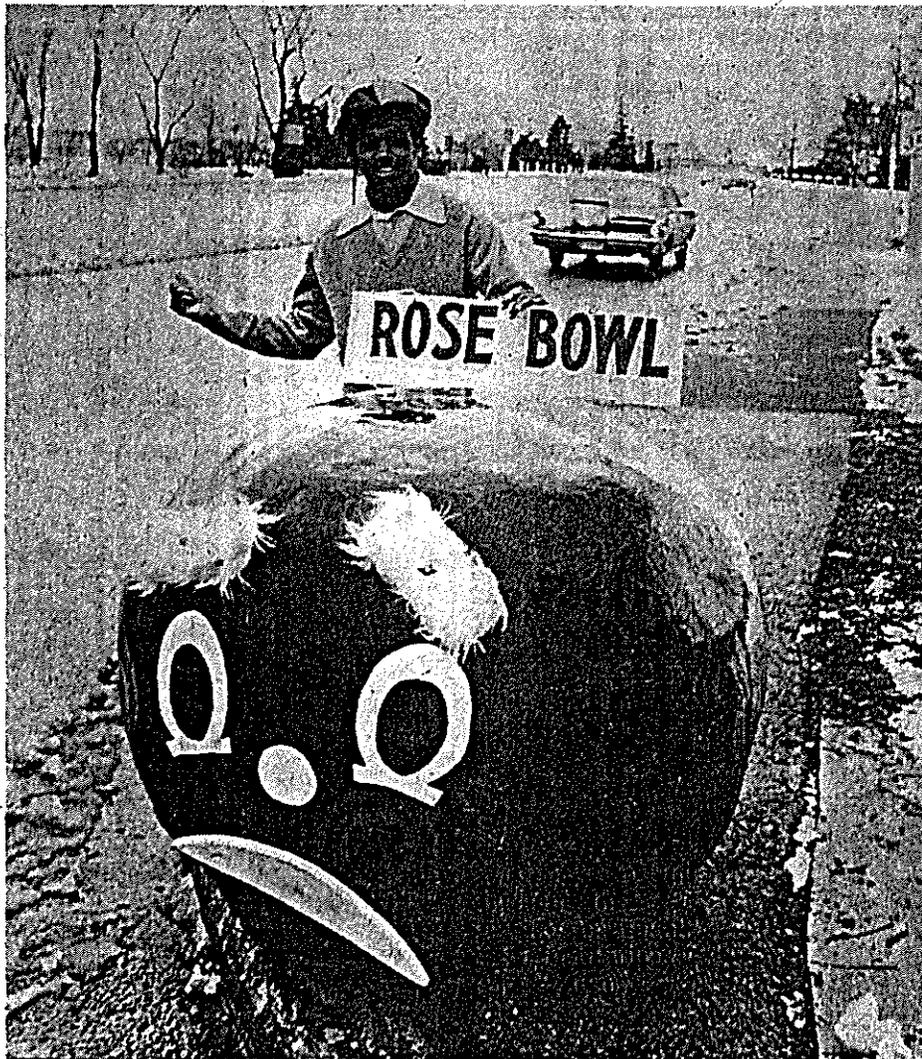
Holmes said he probably will not make any student recommendations until Dec. 10, when the USG tour sales end.

**HE SAID** USG considers students for coordinator jobs on the basis of:

- The student's class rank;
- Whether the student has ever been to a Rose Bowl;
- The student's participation in USG, and
- The student's financial ability without USG aid.

*Suzanne Hartman*  
page 3  
Dec. 2, 1974

Dec. 2, 1974



Lantern Photo by Norma Jean Koutz

Although Brutus Buckeye will be making his first trip to the Rose Bowl in three years, his caretaker for the 1974 season, Keith Burkes, a junior from Blacklick, probably will not. The two are shown near St. John Arena, where a sympathetic West Campus bus may give them a start.

# The Dispatch

OHIO'S GREATEST HOME NEWSPAPER

COLUMBUS, OHIO

MONDAY, DEC. 9, 1974

E-1



(Dispatch Photo By Ken Chamberlain Jr.)

**BRUTUS BUCKEYE — KEITH BURKES**  
Will Bowl See One Without The Other?

# The Dispatch

OHIO'S GREATEST HOME NEWSPAPER

COLUMBUS, OHIO

WEDNESDAY, DEC. 11, 1974

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E-1

## IN, OUT & ABOUT

With Dick Offe



### OSU Rose Bowl Trip: Et Tu, Brutus

"We're taking him; he's going," said Ohio State athletic director J. Edward Weaver.

And so is solved the Rose Bowl dilemma of Keith Burkes of Blacklick, Ohio, who appears regularly at Ohio State athletic events inside a huge plastic helmet known as Brutus Buckeye.

THE UNOFFICIAL team mascot is the property of Block O, a student cheering section which had made tentative arrangements to ship the helmet to the game — but could not afford to send the No. 1 inside man, Burkes.

The 20-year-old junior told me last weekend that his pleas for aid in making the Rose Bowl trip had been turned down by several campus groups, including the athletic department.

Apparently his first request never quite reached the top.

WEAVER CALLED Tuesday to say that "We agreed at our last Rose Bowl meeting that we would get him there. We knew Block O could not afford to do it . . . their tour even had to be canceled because it failed to fill.

"We haven't worked out the details yet, but we'll back him at somewhere between zero and the full cost of the trip, whatever it takes. We'll probably send him with the band. We'll see that he gets there."

I think that's super. And now all the generous fans who have been calling and writing since Monday can open their hearts and wallets to some other cause — Charity Newsies perhaps?

NOT NEARLY so cheerful in the follow-up department is word that the most durable Newsie of the all, John A. Rath of 563 Acton Rd., will not be able to man his post Saturday.

Rath, 77, learned Monday that he would have to enter Mt. Carmel

Hospital State St. for surgery this week with no chance at all that he will be out in time to perform his Newsies chores for a 57th consecutive year.

"Someone will take my place," said Rath, who started as a newsie, in 1918 at Broad and High Sts and recently moved inside an A & P supermarket on Indianola Ave.

"I'm sure all my friends will make their contributions anyhow," said Rath, "and maybe they'll say a little prayer for me, too."

Back into the better news department, a recent wire story out of Ripley, Ohio, said that top baskets of tobacco there were bringing \$1.20 a pound. When I visited the Ripley auction on opening day, top price was \$1.10 and growers were hoping it might go on up to \$1.15 before the Dec. 20 holiday break.

Woody Hayes' total turnabout into Mr. Nice Guy in his dealings with West Coast newsmen last Rose Bowl season would seem to be on shaky ground — and not because of anything Jim Murray said or wrote about his favorite four-star general-coach.

The nudge comes from of all places, California Institute of Technology at Pasadena, where coach Tom Guttman fields a totally unrecruited football team and loses a lot of games to junior colleges and squads.

A national publication recently proclaimed that Cal Tech is "probably the only varsity team in the country whose collective intelligence quotient threatens to exceed its total weight: the average player has an IQ of 140, and a grade point average of 3.0 of a possible 4.0"

It then also quotes coach Guttman as saying, "That'd be 5.9 at Ohio State."

I hope no one hires coach Guttman to do freelance photography along the Rose Bowl sidelines on New Year's Day

# Ohio State Football Highlights

All Photos By Joe Patterson



**TAKES HANDOFF** — Archie Griffin takes handoff from quarterback Cornelius Greene (7) before heading down field for a

touchdown against Oregon State. The Buckeyes defeated Oregon State 51-10.

before taking the Wolves 12-



**BRUTUS BUCKEYE** — Keith Burkes, a junior from Blacklick entertained fans during football games.



**FIELD GOAL** which killed the Michigan Wolverines at the Ohio Stadium Nov. 23 was made in the third quarter by Tom Kiaban. His 45 yard kick defeated Michigan, 12-10.



## IN, OUT & ABOUT With Dick Otte



### *No One's Brutal About Brutus . . . Yet*

The brouhaha over Brutus Buckeye probably isn't over yet.

It may have seemed so to most of the 87,000 in Ohio Stadium last Saturday when the original Brutus — a huge, homely plastic helmet with most of a person inside — made a surprise reappearance just before kickoff. Ohio State fans gave him an ovation which probably was surpassed in duration only by the applause for Triple Script Ohio by the combined bands at half-time.

**WHAT THE CASUAL OSU** observer doesn't understand is the politics and intrigue which have been involved with Brutus ever since last Rose Bowl time, if not before.

As explained here last December, the original Brutus was the creation and property of the Block O student cheering section and thus was not an "official" concern. The athletic department did come up with a Rose Bowl trip for Brutus as In-Out readers began an outpouring of sympathy, money, and concern for his being left out.

After that uncomfortable incident, OSU athletic officials obviously determined to work out a new image for the team mascot, one which would be operated by a regular cheerleader.

**JIM AND SANDY Hite**, two OSU fans of great artistic talent and every bit as much good intent, designed and made a new Brutus helmet which is scarcely big enough to be identified as a buckeye or as a caricature of anything from a great distance—which, unfortunately, is where nearly all seats in Ohio Stadium are located.

Anyhow, the new Brutus made his debut at Michigan State to practically no reaction at all because of the intensity of the game and the scarcity of Ohio State fans at East Lansing.

Reaction after the first home game (Penn State) was strong. Readers immediately wrote to me expressing dismay, and adding things like, "if more cheerleaders are needed, then

add more cheerleaders. But please give us back our old Brutus."

**TO COMPLICATE** matters, the new Brutus was abducted from his shelf in a locked room ahead of last Saturday's game against North Carolina.

That accounted for the unscheduled return of the old hat with a cheerleader inside. But it didn't solve the problem.

Students—Block O in particular—were chanting "We want Brutus" at the end of Saturday's game, just as they had been before their old friend rushed out of the locker room. They apparently were distressed because, after his opening dash, the helmet's new operator left it parked along the sidelines for most of the game.

**THE NEW HELMET** was back in athletic department hands by Monday, with no ransom asked nor paid. But that doesn't ease the dilemma, either.

If the little Brutus should be returned to status as the one, true and only mascot, student unrest might even get worse.

Richard Delaney, an assistant athletic director whose duties include supervising cheerleaders, et Brutus tu, says it never was the department's intention to exclude good old No. 00 entirely. Delaney added that it does remain a definite aim to relegate the old hat to some role not replete with potential for controversy.

**DELANEY SAID** when a decision is made—probably in some form of compromise—he will try to implement it, and get on with more productive items of athletic administration.

Meanwhile, Keith Burkes of Blacklick, who was the most recent Block O inside man for Brutus, approached me after the game Saturday and said he would like to have his job back, "although I didn't try out for cheerleader because I didn't think I would make it."

Because he didn't, he probably won't.

Having been friendly with both Delaney and Block O for a number of years, I take no side for the moment except to comment that fan reaction on Saturday makes inclusion of the old Brutus in some role seem almost mandatory. And having recently been hit from both sides of the mourning dove hunting squabble, I would much prefer to leave it at that.

9/75

C.S.



**ET TU BRUTUS?** — A brand new Buckeye showed his face Monday morning at Ohio Stadium. A restyled Brutus Buckeye has been readied for the 1975 season. Here the designers of the new OSU mascot, Jim and Sandy hite, put finishing touches on the

headgear, worn by senior OSU cheerleader Phil Moore of Cincinnati. Jim, an interior designer, and Sandy, a freelance artist, created Brutus' facelift project. (Dispatch Photo by Gordon Kuster Jr.) .

# Brutus adopts varied image from old, traditional style

By Donna Cunningham

For every action there is a reaction.

The reaction is what Dick Delaney, assistant athletic director, will be waiting for as the new Brutus Buckeye is introduced at Saturday's game.

Brutus, mascot of the team and symbol of Buckeye spirit, has been radically changed from the large, heavy, smiling buckeye to a crowned buckeye with smiling sneer.

THE NEW BRUTUS has a "damned if you do, damned if you don't look," Delaney said. "We've humanized Brutus," he added.

Delaney said there were several reasons for the change, the first being mobility. The old Brutus was hard to travel with, requiring an entire van to itself. It was heavy, hard to get around and spectators complained it was in the way.

The new Brutus is portable, made of lightweight fiberglass and fits over the head.

The old Brutus was forced to sit down a lot because he wasn't able to do anything but sides dance around and wiggle his eyebrows.

The new Brutus can cheer with the cheerleading squad, jump off the mini-tramp, run into the crowd, or lead the team onto the field.

"CAN YOU imagine little Brutus with Burke (the former Brutus) last year marching in the Rose Bowl parade route with that heavy thing on his shoulders?" Delaney said. "A new Brutus will be in-

involved with all proceedings.

"Now I can involve the individual who is Brutus with our cheerleaders," Delaney said.

The new Brutus, Phil Moore, senior from Cincinnati, actually tried out for the cheerleading squad last spring and was the last man to be cut in tryouts. When he was asked to be the mascot he didn't know about the change.

Moore is enthusiastic about the change and thinks most people will like it when they get used to it. "We're starting a new tradition," he added.

"I'M THE FIRST and it's kind of an honor," Moore said. He added he liked being a member of the squad but it was great being named mascot "because there's only one Brutus."

Like any new idea, there are problems with the design of the new Brutus and a few bugs which must be worked out, Moore said. Moore had a few problems breathing at the Michigan game because of a fabric skirt which extended from the head.

"That thing has got to go," Moore said. There is plenty of room for change and improvement, he added. "It's my own ball game, and I have lots of ideas," he said.

One of Moore's ideas is to ask Coach Hayes if he can put a Buckeye leaf, like the players receive, on Brutus' crown. "One for every victory," he said.

THE ORIGINAL face design was conceived by James J. Hite, 4 W. Royal Forest, and the head itself was built



Lantern Photo by Denise Edgo

The new Brutus Buckeye, carrying a more vicious and snarling look than the previous mascot, will be unveiled before a home crowd at Saturday's game.

by his wife, Sandy Hite. Delaney described the work as "a labor of love for the University."

"It's been compared to Purdue's Boilermaker, but I've never seen the Purdue Boilermaker that dark shade of Buckeye brown," Delaney

added.

The formal introduction will be during the half-time activities on Saturday and that's when Delaney will give his answer.

"There will be pro and con but I think it's for the better," said Delaney.

# Brutus sent out to pasture

26 Sept '75

With all the grace and finesse of Pete Johnson at a nursing home tea party, that bastion of Ohio State football spirit, Brutus Buckeye, complete with little button nose, immense bright smile and rabbit-furred eyebrows, made his 11th season debut in the stadium last Saturday.

What? He didn't? He's been replaced by a Purdue Boilermak..., oops, a new Brutus? Can't be, there's only one Brutus Buckeye.

Nonetheless, it's true. A new and radically changed school mascot, Brutus (Black) eye, was formally introduced at the Penn State game, and fans received him with the same enthusiasm they normally reserve for vending machine coffee and dormitory scrambled eggs before an 8 o'clock botany lecture.

Yes, he's a little harder to see because of his size, but complaints about that should cease soon. The Athletic Department, we've been told, is planning to relocate the old McMillin Observatory in C-deck so the fans up

there can take turns watching the new Brutus.

The 1975 model has the pick-up and handling ability needed to allow it to cheer with the cheerleaders, jump off the mini-tramp, and run up into the crowd — obviously required attributes for any worthwhile mascot. After all, look at the Texas University long-horn steer and the Navy goat. All old Brutus could do was wiggle his eyebrows, dance a little, and fall down a lot.

Tradition — it's never been big around Ohio State. Not with such "fly by night" figures as Fred Taylor and Woody, uhh, what's-his-name. And it's not as if the old Brutus went through much to be our mascot, only to be discarded as lunch for some indigent squirrel. Almost any one of us can lay claim to having been kidnapped at least four times as well as painted blue and yellow and carried out onto the field by flue and mostly yellow football players.

The new Brutus also has that

"humanized, 'damned if you do, damned if you don't' look," according to one assistant athletic director. That's appealing, for sure. Our only hope is that some 280-pound North Carolina offensive lineman doesn't talk the mascot into eloping tomorrow night. Tonight maybe, but not tomorrow.

Who knows, the Athletic Department might decide they like the innovation so well they'll dress up Robert Ries and all the I.D. checkers at the stadium in new Brutus outfits. This, they hope, would strike fear in the hearts of those who have "illegally" paid \$10 or \$20 for a football ticket.

The real Brutus, the one and only Brutus, has repeatedly been stabbed in the back, both figuratively and literally, by pranksters, opposing schools, and most recently by the athletic department and the cheerleaders.

And if enough support is not voiced demanding his reinstatement, Brutus may rightfully say, "Et tu, studentes."

*The Ohio State Lantern*

# Brutus not loved by all; big nut gets in the way

By Lois Short  
10-22-76

It's hard to believe, but some people actually do not like the big nut, Brutus Buckeye. These people, many located in the field seats, say he gets in the way and should sit down more often.

However, some fans love Brutus and just can't see enough of him.

"IT'S A GAME you cannot win," Richard L. Delaney, assistant athletic director, said. Delaney, who has received hundreds of letters, for and against Brutus, said it is impossible to please everyone.

When Block O was in charge of Brutus, "no one really controlled him," said Bruce Crone, a senior from Cincinnati who has led Block O for three years.

"He was his own entity," he said.

THE ATHLETIC Department took charge of him in 1975 since they were receiving all the complaints and hassles surrounding Brutus, Delaney said.

Now Brutus has to go through cheerleader tryouts to be chosen.

"This gives some criteria for him to make it rather

than to be arbitrarily chosen," Delaney said. He feels the person wearing the Buckeye should be able to do more than just dance around.

THE CHEERLEADERS, not the Athletic Department set the limits for Brutus, Delaney said. So Brutus performs two quarters and turns into a cheerleader the other two quarters.

Kevin S. O'Bryan, a senior from Grove City who was chosen to be the mascot this year, said he would rather be Brutus than only a cheerleader.

"You get the best of both jobs," he said.

THOUGH HE is part of the cheerleaders, he is separate from them. He attends all practices and is built into the formations. But he has an extra job to do.

"I usually do Brutus the first and third quarters," O'Bryan said. This is when the cheerleaders are split up at both ends of the field.

Perhaps a satisfactory compromise has been made and perhaps it has not. Delaney, who was given charge of Brutus, said he's taken care of the matter the "best way I knew how."



Lantern File Photo

Although Brutus Buckeye seems friendly enough, even to the opposition, some people don't want him around. He blocks their view, they say.

# Return old Brutus Buckeye

9-23-77

*Alas, poor Brutus, we knew him well.*

Some people never learn. But from the looks of the imposter that showed up at the first two football games this season, it appears the Athletic Department is once again trying to replace the one and only Brutus Buckeye.

*"A fellow of infinite jest, of most excellent fancy."*

Don't they know they'll never get away with it? Don't they remember two years ago, when they tried to cancel Brutus for some prune-faced successor who got booed right out of Ohio Stadium by 80,000 outraged fans? That grotesque figure hasn't been seen or heard from since.

*"And now how abhorred in my imagination it is!"*

We wish somebody could say it ain't so. But this time, Brutus may have met his match. His new replacement, unlike the previous ogre, is cute and cheerful. It's smaller, lighter and more practical than the original Brutus, and can be taken apart for easy traveling. It even looks more like a real buckeye than its predecessor did.

But it's just not the same old Brutus.



Lantern File Photo

Old Brutus

Gone is the little button nose and big bright smile that turned to a frown whenever the team fell behind. And where are those furry white eyebrows that wiggled up and down when excitement filled the stadium?

*"Where be your gibes now? Your gambols, your songs, your flashes of merriment that were wont to set the*



Lantern File Photo

New Brutus

*table on a roar?"*

The real Brutus, who was built in 1965, has endured more hardship in his lifetime than any successor ever could. He once was abandoned at the airport after leading the team to a Rose Bowl victory. A kindly janitor placed two big teardrops and a sign on him that said, "I'm lost. Take me

home."

He also was kidnaped several times in his career — once by a University of Michigan fraternity that painted him with blue and yellow stripes before the annual Wolverine game.

After 12 years of service, the chubby brown nut now lies wasting away somewhere, reportedly unable to withstand the rigors of another year of travel. For all his efforts, he didn't receive so much as a going-away party from the home fans.

Unless something is done fast, the university will regret that it allowed its greatest mascot to die a quiet death. But it's not too late; Brutus could still be honored before Saturday's Oklahoma game and retire with dignity. In the biggest game of the year, the farewell ceremony could prove inspirational.

And for the Athletic Department, it would be a noble gesture.

But ceremony or not, the Brutus legend will never cease. He will always live — even if it is only on the tee shirts and underwear of Ohio State students.

*"To what base uses we may return, Horatio!"*

*The Ohio State Lantern*

# Mascot Brutus gets new outfit, more mobility

4-20-81

By Sue Ann Cenci

The big, chubby, brown nut, known around campus as Brutus Buckeye, is slated to undergo another change in his appearance, said Dick Delaney, assistant athletic director.

The new Brutus outfit will fit over the head freeing the body for "real cheerleading," Delaney said. Brutus will be able to run up into the crowd, lead the team onto the field and participate in the cheers, Delaney added.

"Brutus as he is known now is just too bulky," Delaney said. "He weighs 80 pounds, cannot move around easily and is also difficult to transport to away games."

Delaney said he has been working on this change for about three years. With the final approval from the athletic department, he can now finalize the design for the new Brutus head. Delaney hopes to have the mascot completed for the opening football game with Duke University in September.

In the past, Brutus was selected from cheerleading tryouts. Seven men and seven women are chosen for the cheerleading squad, said Lenny Shutzberg, a former Brutus and a junior from Pittsburgh. "The person with the next highest amount of tryout points is offered the Brutus position."

"When I was Brutus (1979-80), I had a great time and lots of success," Shutzberg said. "I would like to see the Brutus position

treated as a separate entity instead of as a consolation prize for someone who doesn't make the cheerleading squad."

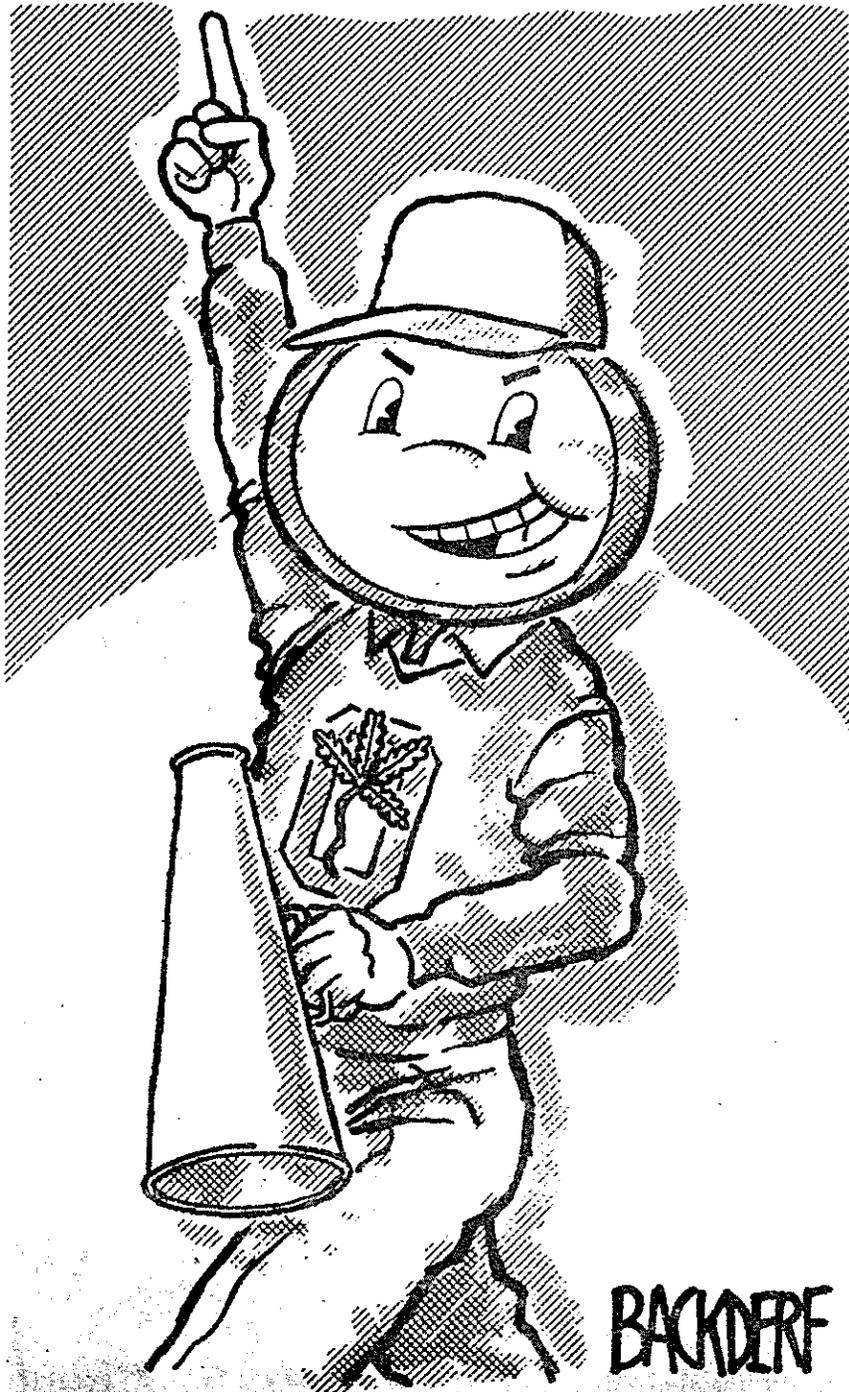
All the other Big Ten schools have separate tryouts for their mascots, Shutzberg explained. "At Penn State more than 200 people try out for the Nittany Lion."

However, Delaney explained that "Brutus hopefuls" will still have to go through the cheerleading tryout. "Now that Brutus will have improved mobility, it will be necessary for Brutus to do gymnastic maneuvers like the cheerleaders do," he said.

Shutzberg had complained that with the big nut outfit it was impossible to do cartwheels and flips and, therefore, was unnecessary to put Brutus entrants through the cheerleading tryout.

Delaney said that points earned in the cheerleading competition will be carried over into the Brutus tryout. Shutzberg thinks this is unfair and wants a "separate competition to give the Brutus position special recognition and honor. He has submitted a proposal to Delaney which outlines the procedure for such a competition.

"Students who are interested in the Brutus position should sign up at cheerleading practice tonight or Tuesday night," Delaney said. Practice is from 6 p.m. to 8 p.m. at French Field House. "Be prepared to work out," he added.



Lantern artist's rendition of the new Brutus Buckeye uniform.

*The Ohio State Lantern*



**FOOTBALL NUT** — Ohio State University mascot Brutus Buckeye will lead the cheering Saturday when OSU's football season begins against Duke University. OSU junior Mary Burnett will wear the Brutus uniform this year, marking the first time a woman has

ever been selected to be the Buckeye mascot. This year's Brutus also gets a fresh look — the traditional, large Buckeye head has been replaced by a sleeker, full-bodied uniform. Story on Page 5. (C-J Photo by Tom Wilcox)

# New Brutus Buckeye appearing for first time with look of Bryan, Ohio

By DIANA MOORE  
Times Staff Reporter  
The next time you watch Ohio State University Buckeyes come on to the field, look for the cheerleaders. More specifically, look for Brutus Buckeye, the team mascot. He has a new costume. Thanks to the combined efforts of Mary Burnett, daughter of Mr. and Mrs. Philip Burnett, 1022 West-d Ave., Bryan, who is a former Bryan Sure-win expected to play the part of Brutus Buckeye at OSU this

school year, and Donna Burns, a Bryan woman and art teacher at Edgerton High School, Brutus will make her debut today on the OSU football field with a new look.

In the past year, the mascot consisted of a large brown buckeye which rested on the shoulders and surrounded the wearer's body. Due to the extreme weight and the awkwardness of the costume, the big nut was not very mobile.

The university then pur-

chased a new head for Brutus, much smaller than the previous costume. Athletic department officials wanted "football pants and a football jersey with a double-0 on the back," Donna Burns said. "That's fine, but it is nothing new, nothing different."

So Mrs. Burns got together with Ms. Burnett, who was chosen in May as the first woman Brutus Buckeye, and devised a new costume idea. "This is college football," Mrs. Burns said, so we knew

the new look would have to be "something dynamic."

With the new uniform, "Mary is hoping to be part of the cheerleaders" more, participating in mounds and other activities, Mrs. Burns said.

"The 1980's is a big time for mascots," such as the San Diego Chicken and others being used to show support for teams, Ms. Burnett said.

Mrs. Burns, a former OSU graduate with a bachelor's degree in fine arts education, contacted the athletic department with her idea, but it was refused.

"My first premise is that I have to think beyond this year," said Richard Delaney, associate director of the OSU athletic department who is in charge of the school's cheerleaders and Brutus. "Next year's Brutus may be a male of six feet or better," he said.

Even with the negative response, "Mary was so hepped up, we made it anyway," Mrs. Burns said. After the costume was completed, which took about two full days, Ms. Burnett took it to OSU.

The cheerleaders loved it, and got together and walked into Delaney's office with Ms. Burnett, in full Brutus Buckeye costume, seeking his approval.

Mrs. Burns said she had pinned a note to Ms. Burnett's costume, asking approval for her creation, and stating that if the associate director would accept, she would agree to donate her time and investment in the costume to the university.

The new Brutus Buckeye costume has been received well by those who have seen it, Delaney said, and Mrs. Burns did "one hell of a job in a short time making it." It was a special thing done "by an alumni who really cares for the university," he added.

"It was really a surprise, because we had talked about other things the day before," Delaney said. But he has agreed to let the former Bryan High School mascot wear the uniform for the year, although he said, "I don't know whether there will be a change next year."

Even though it was not what he had originally wanted, "I know he likes it," Ms. Burnett said.

The new costume (see photo) consists of a foam rubber base underneath a large pear-shaped covering of scarlet fake fur. The foam rubber body "makes it stand out and wobble around," Mrs. Burns said.

Green leaves form a band around the neckline, and a buckeye marks the front and center of the body. The scarlet and gray pants, which are similar to regular sweat pants, are worn under the body and include zippers at the bottom to make them look like leotards.

With the large size of the costume, it should be alterable to any incoming Brutuses, Mrs. Burns said. Ms. Burnett wears shoulder pads with the costume. It would be necessary for the new person to purchase new pants, but that would be necessary with any costume, she said.

Ms. Burnett said she sees out of the eyes of the head, and added, "I'm getting a screen over the mouth" to create another opening to see out of, she said. The head weighs about four and a half pounds.

She will wear black fur boots purchased from the same company that created the head, and velcro at the top of the head will allow her to switch hats whenever she chooses, provided the hats also have velcro on them.

Spangler Candy Company in Bryan has agreed to aid the new image of the mascot, by donating over 1,000 red dum-dum lollipops for Ms. Burnett to give out at the games, according to Greg Spangler, president of the company.

"We made a special effort to get just red dum-dums," Spangler said. Ms. Burnett plans to tie a gray ribbon around each lollipop, so they will be scarlet and gray, OSU's school colors, he said.

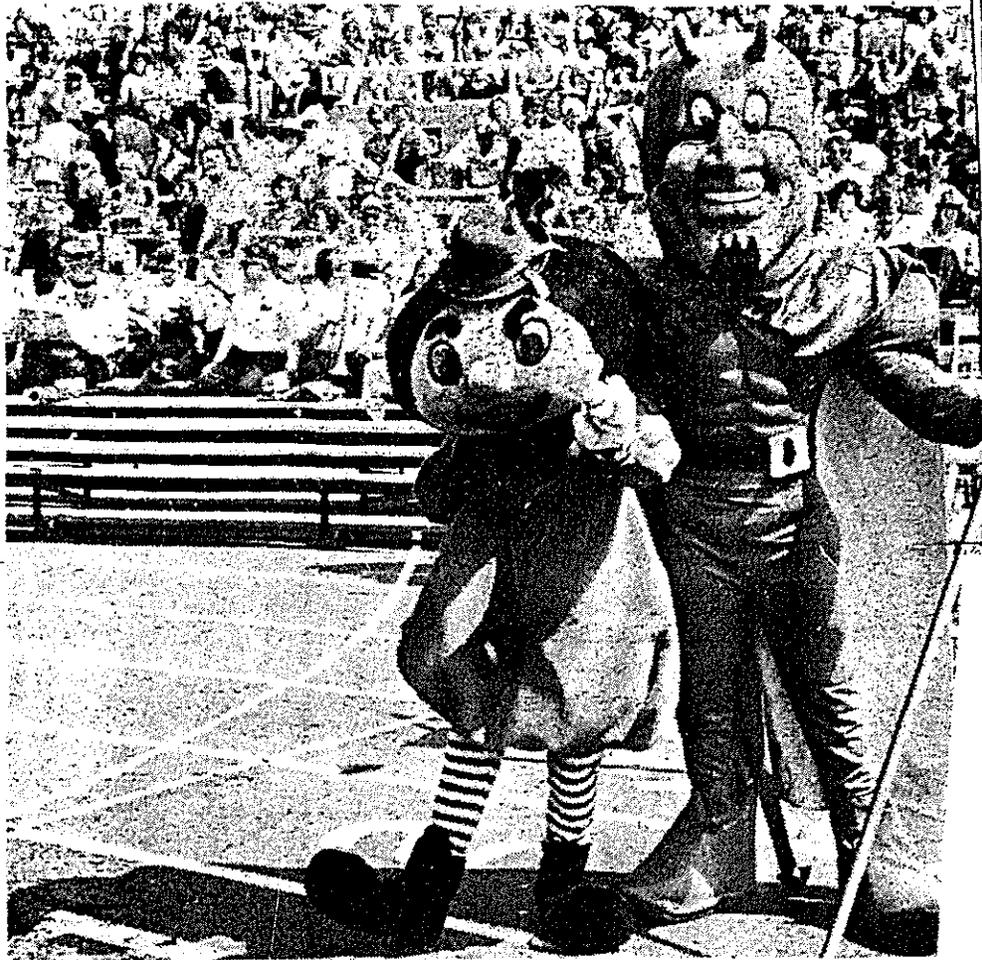
"We have sent more than 1,000 dum-dums to OSU with Mary," which should be enough for the whole season if she hands out about 100 per game, he added.

The company plans to do this only because Ms. Burnett is from Bryan, and not during any other years. "We are really glad to see Mary represent Bryan as OSU's mascot," he said, "and it's a real honor for us to help her out."



BUCKEYE DEBUT — Brutus Buckeye, who is really Mary Burnett, daughter of Mr. and Mrs. Philip Burnett of Bryan, hugs Donna Burns of Bryan, who created the new outfit for the Ohio State University mascot. Ms. Burnett will make her debut in the new costume today when OSU plays Duke at Ohio Stadium. (Photo by Norman J. Burns)

Tuesday, October 13, 1981



**BRUTUS BUCKEYE MAKES INITIAL APPEARANCE** — Ohio State University's mascot, Brutus the Buckeye (nee Mary Burnett of Bryan) made her initial appearance at Ohio Stadium Sept. 12 and it was a challenge. The temperature on the artificial turf was in excess of 85 degrees. Here Brutus is dwarfed by the mascot of OSU's foe, the Blue Devil of Duke University. Brutus joins the 14 OSU cheerleaders performing at Buckeye football games this fall, where she will be viewed by over 522,000 spectators at the home games and perhaps another 300,000 at the away games - plus the countless millions in the television audiences. Mary's costume, new this year was designed and created by OSU alumna, Donna Burns, Bryan. (Photo by Dr. Norm Burns)

# R O M O P H O S

Sophomore Men's Honorary Society

# "BRUTUS"

The Ohio State University



*Paul M. Burke*  
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*Samuel B. Davis*  
Secretary

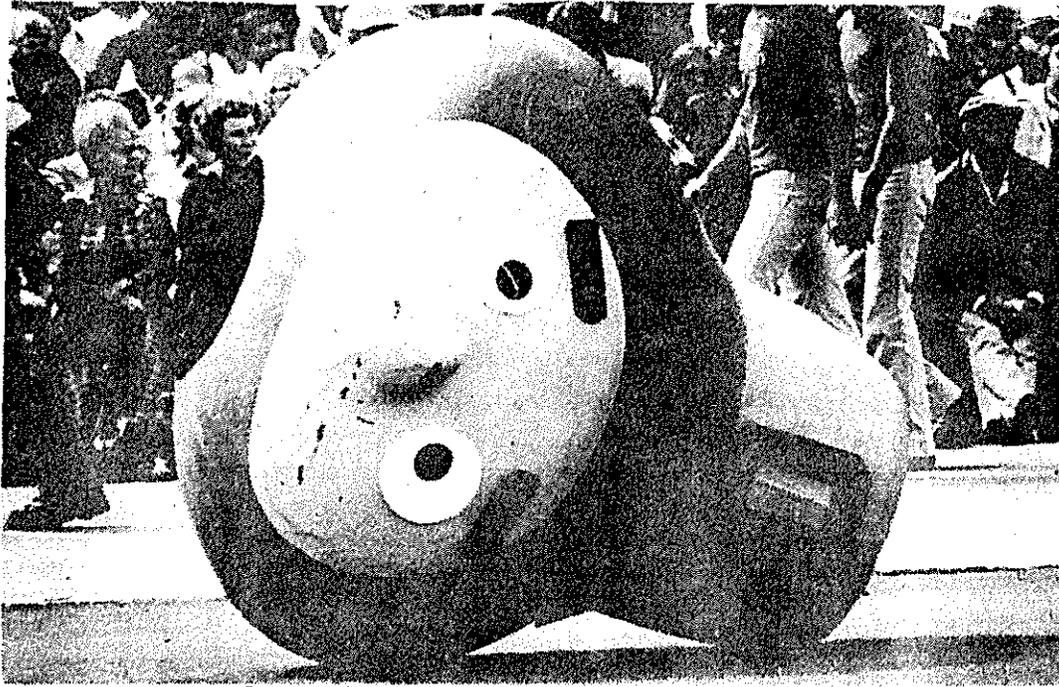
*Blaine A. Crossen*  
Treasurer



Even Brutus Buckeye could not prevent the Nittany Lions from declaring "The Buck stops here."

9-20-1978

The Ohio State Lantern



9-17-79  
Lantern Photo by Martin B. Friedman  
Brutus looks a bit "upset" as he watches the Syracuse game, which the Buckeyes won easily, 31-8.

The Ohio State Lantern

# Hero's welcome greets old favorite

By Anne Graham

An old hero returned to campus.

A chubby brown nut called Brutus Buckeye with rabbit fur eyebrows and no hat was "reborn" for the homecoming parade, said Block "O" equipment manager Mark Wellman, a sophomore from Delphos.

People along the parade route on High Street near the bandstand flocked around to have photographs taken with the copy of the original Brutus, said Brian Coady, a senior from

Columbus and one of two people inside the newly built frame.

The original Brutus, who was kidnapped several times, painted maize and blue once and replaced twice by the Athletic Department, disappeared last year, Wellman said.

The block designed the copy from photographs of the original that was retired by the Athletic Department autumn quarter 1977.

Coady said the original "disappeared" sometime last year and he said mem-

bers suspect Brutus was destroyed.

The Athletic Department would not give Block "O" permission to bring the copy of the old nut into the stadium Saturday, "because only one Brutus is allowed on the field at one time," a spokesperson for the department said.

Block "O" officers stressed that their "hero" is not meant to compete with the department's new buckeye.

The Athletic Department first tried to retire the original Brutus, which was created from fiberglass in

1965.

The replacement was a distorted mask, which, according to the Block "O" scrapbook, looked quite similar to the Purdue Boilermaker mascot.

The original Brutus sneaked into the stadium after the replacement had been mascot at two games. When the original bounced onto the field, he received a standing ovation and the replacement "disappeared" Coady said.

The present OSU football mascot is owned by the Athletic Department, Wellman said.

The mascot works with the cheerleaders, not with the block, he added.

The Athletic Department retired the original Brutus because of problems in his design, department spokesperson said in 1975.

The department was seeking a replacement which was smaller, lighter and more manageable, Wellman said.

The present mascot has holes in its hat for clear vision and the original Brutus "had no eyes," he said.

"The original Brutus was larger and was not designed to be taken apart for easier traveling," Wellman

said.

Although many people feel that the original could have been repaired instead of creating a new mascot, Wellman said that the block and the Athletic Department don't want to create any more "controversy" about the situation.

An OSU senior said she believes that the department "killed another tradition at OSU," and that the original may have been a "klutz, but at least he had personality."

# Woman to be new Brutus

By Amy Melvin  
6-3-81

Mary Burnett, a sophomore from Bryan, was chosen Saturday as the new Brutus Buckeye for 1981-82.

Burnett, the first woman to ever serve as the mascot, was selected from an original field of 45 competitors, which was then narrowed down to eight finalists.

Richard Delaney, associate director for athletics, said the eight judges for the competition judged the contestants on enthusiasm, creativity and showmanship. Contestants were also required to perform gymnastics

*The Ohio State Lantern*

and dance routines.

Burnett, a physical education major, said she will probably be teased about it, but that she is excited to be the first woman chosen to be Brutus Buckeye.

Delaney said he feels it makes no difference at all whether Brutus is a man or a woman. He stressed it is more important for the person chosen to be able to create enthusiasm and spirit at the games.

This was also the first year for tryouts to be held separately from cheerleading tryouts. Delaney said he was impressed with the number of

people who tried out for the position. He said he was also pleased with how well all of the eight finalists competed.

Burnett said last year she was hesitant to try out for Brutus because of the size of the headpiece. But when she found out the head was being redesigned to be smaller and lighter, she decided to try out.

She added she hopes the new uniform will make Brutus more mobile and better able to motivate the crowd. Delaney agreed the redesigned headgear will enable Brutus to work better with the cheerleaders.

THE OHIO STATE LANTERN, Mon., Sept., 21, 1981

## Revamped Brutus sees first game

9-21-81

By Jan Nelson Lucas

The new Brutus Buckeye made its Ohio Stadium debut Sept. 11 before more than 86,000 Ohio State football fans and the only complaints Mary Burnett heard were about the weather.

Burnett, a junior from Bryan majoring in physical education, was selected to play Brutus after tryouts last spring, making her the first woman mascot in OSU history.

And in another departure from Buckeye tradition, Brutus has been completely redesigned. The cumbersome 80-pound nutshell to which fans have become accustomed has been replaced by a soft, pear-shaped body, striped socks, floppy shoes and a collar of buckeye leaves.

Considering the reluctance with which football fans part with their cherished traditions, Burnett said she had prepared for some negative criticism at the Ohio State-Duke season opener.

But the fans' reaction to the new Brutus Buckeye was a pleasant surprise. "It was better than I thought it would be," Burnett said of her debut. "The response was just great."

Burnett said the mobility

of this Brutus costume allows her to participate more actively in leading cheers. She has some routines worked out and plans to create new ones as the football season progresses.

The characterization for the revamped mascot is uniquely Burnett's. The athletic department has given her the freedom to develop a style that is more in keeping with Brutus' new look. "I shake hands, sign autographs and pose for pictures," Burnett said.

She added she is continuing one of her high school traditions at OSU. "I pass suckers out to the fans," she said. "It's something I did when I was the team mascot in my home town."

Burnett's main source of discomfort was the glaring sun and temperatures that rose to the mid-80s during the course of the game. "It was about 120 (degrees) inside Brutus," she said, adding that she may have lost "about four pounds" inside the thick, fur-like costume.

But Burnett said she was not apprehensive about performing for such a huge and critical audience, conceding that she enjoys being something of a ham. "I had a great time."



The Lantern/Rick Ripley

Brutus Buckeye (Mary Burnett) shows off a new stream-lined look during the OSU-Duke game.

# Let new Brutus strut OSU's stuff with nutty style

*The Columbus* DISPATCH 10-26-81

First off, let me say that I like the new Brutus Buckeye.

That opinion put me on the other side of the coin almost every time I brought up the subject of Ohio State's sports mascot over the weekend. Everyone else had something to say about the latest version of the OSU character. Almost no one said anything nice.

Most of the feedback was rooted in traditionalism. Bring back the old Brutus, they said. Give us the hard-headed Buckeye with the fuzzy, tilted eyebrows and the eyes that rolled around when his head turned sideways.

There was no talk about the times when the old Brutuses could be seen lying down on the job in some remote corner of Ohio Stadium, cast aside after his 85-pound nut-head had taken the measure of the designated wearer.

**ALMOST NO ONE** even remembered the sneering 1975 apparition, a much smaller Brutus that triggered a flood of protest which pales beside the snide comments directed at this year's version.

And the critics are no less kind because the 1981 mascot broke another barrier. Brutus is a lamb in wolf's clothing, the first woman in Brutus drag.

Mary Burnett seems to be taking all this in stride though. The perky, 20-year-old OSU junior puts abundant energy into her Saturday afternoon act. Students and other fans run up to her to pose for pictures on the sidelines. Little kids are captivated by this character that bounces around the field in a style unlike any previous Brutus.

And frankly, so am I.

**IT HAS A LOT** to do with her attitude about Brutus, what he is and what he does for the fans who

gather for the weekly ritual that is Ohio State football. If you take the time to watch her, she conveys that attitude on the field.

Burnett told me she was told not to talk about her sideline shenanigans unless Associate Athletic Director Dick Delaney is present — Delaney's instructions.

Delaney, who some say is unhappy with Burnett's performance, told me she wasn't doing what he had asked, but he gave no specifics. Then he backpedaled and said she is doing a fine job.

Burnett's close friends say she works long hours on routines, hand motions and dance steps. She coordinates her routines with the cheerleaders, the band and Block O.

**THE COSTUME** gave her problems because of the difficulty in melding the Buckeye nut to a human body. While she likes the concept, Burnett isn't totally satisfied. She has tried a few twists — different hats, furry shoes — attempting to refine the look.

But it's what's inside that counts. The personality has to come through. Instead of a cumbersome Buckeye shell incapable of much more than being carried about the field, Burnett has trans-

formed Brutus into an entertaining, animated character almost anyone should be able to enjoy.

Delaney seems to be more worried about the costume, whether it will fit next year's Brutus, be it a man or woman.

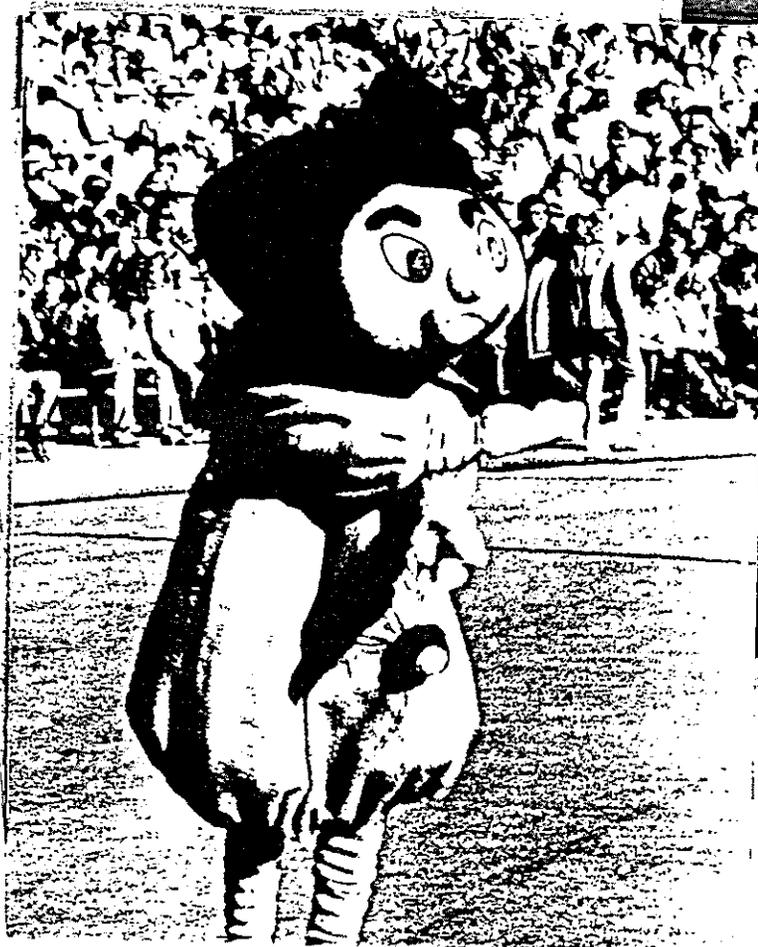
Come on, Dick, give this kid a chance. Besides, the costume was donated in the first place.

DISPATCH 10-26-81



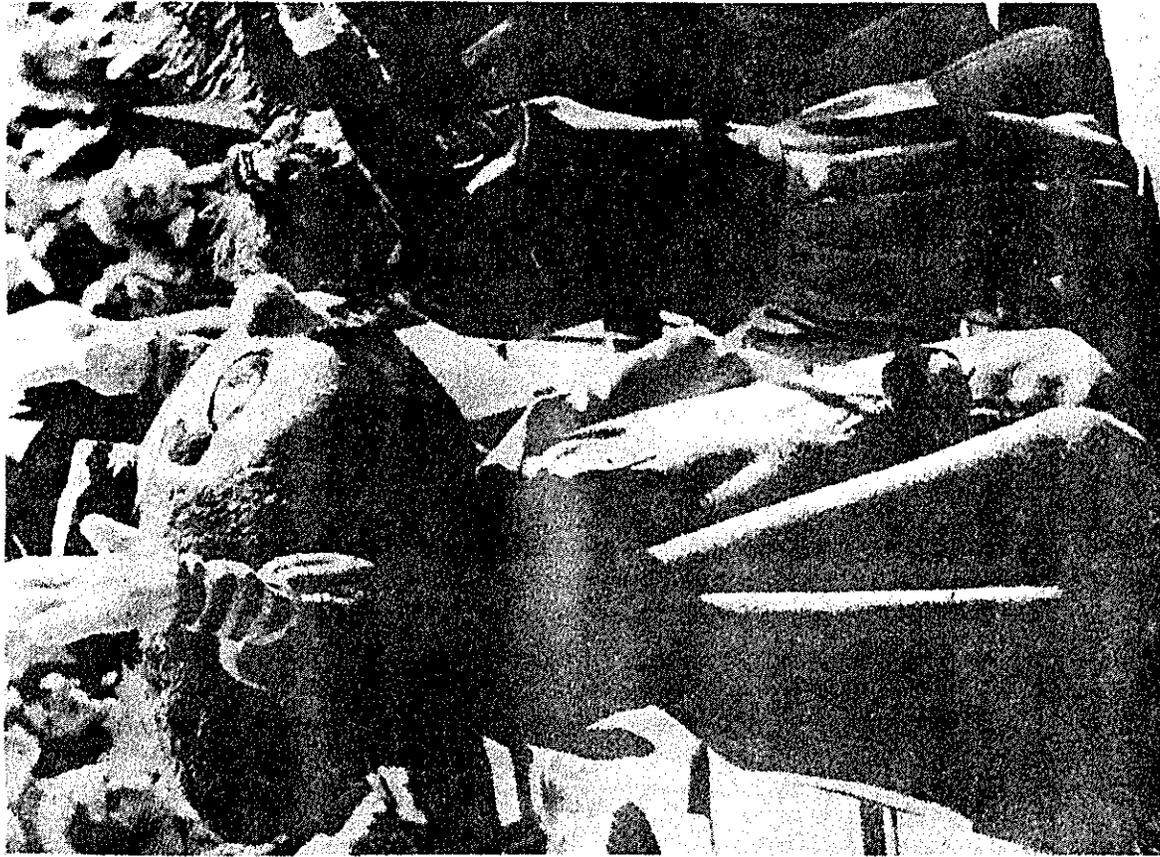
Dispatch photo by Mari A. Schaefer

**The 1981 version of Brutus Buckeye**



WEARING HERE FRIDAY — Mary Burnett of Bryan, alias Brutus Buckeye, the mascot of the Ohio State Buckeyes will put on a line at halftime of the Bryan-Montpelier basketball game here Saturday evening. (Photo by Dr. Norman Burns).

1-28-82



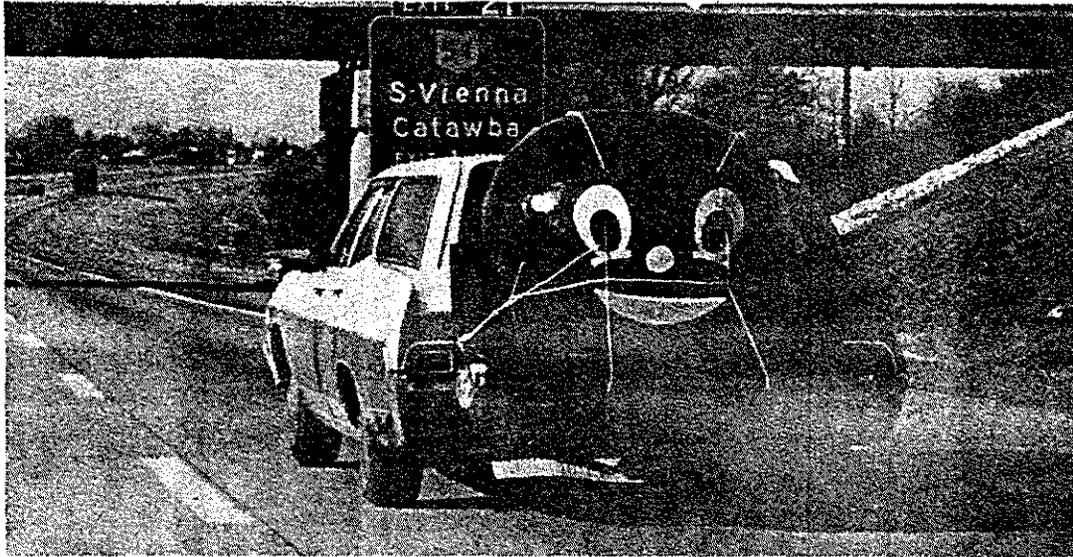
The Lantern/Lenny Siemborski

10-23-81

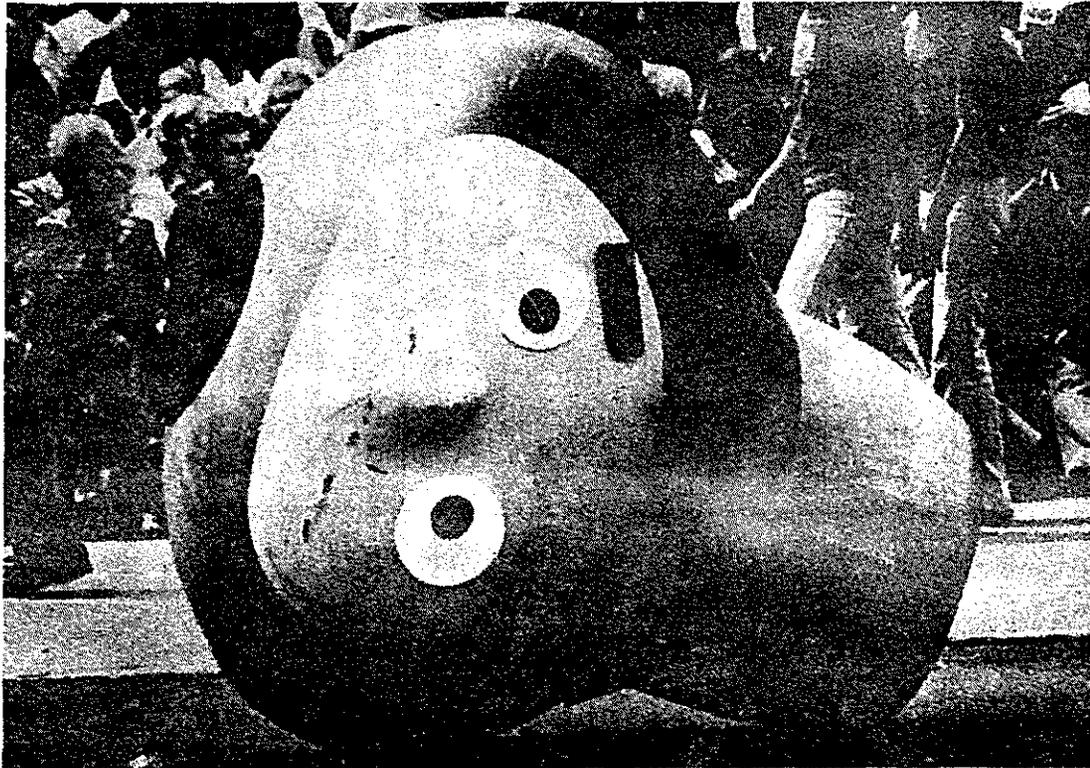
## Et tu, Brutus?

Brutus Buckeye joins the cheerleading squad and the Ohio Stadium crowd in celebrating an OSU touchdown.

*The Ohio State Lantern*



Brutus likes nothing better than a car ride. Here he enjoys a crisp day in January, 1973.



Last year's Brutus was retired for a tendency to fire easily and lie down on the job.

10-23-81



The new Brutus' strength lies in greater mobility.

# The life and times of Brutus Buckeye



The swaddling Buckeye is but a few months old in this 1965 photo.

## or, growing up with Ohio's favorite nut

<sup>10-23-81</sup>  
Don't be deceived by the unshakeable smile on Brutus Buckeye's face; in 16 years this nut has taken some knocks. He's been kidnapped a half-dozen times. He's been abandoned miles from home. He's been mangled, misplaced and much maligned. And worst of all, he's been custom painted maize and blue by vandals from "that school up north."

With all that stress, it's no wonder Brutus has had so many facelifts. He has had

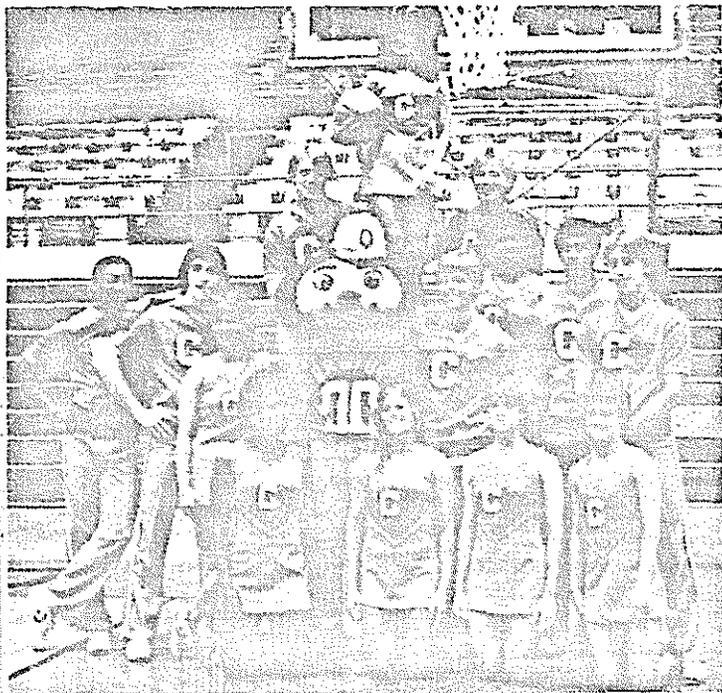
minor surgery countless times and undergone major reconstruction three times.

Brutus most recently turned over a new buckeye leaf this fall. Mary Burnett has the honor of being the first full-time woman Brutus.

And so we bring you the Brutus biography, a pictorial parade through the magic moments of one crazy nut.



This 1975 version of Brutus drew a flood of protest fans. And no wonder, with that sneer.



The Lantern/Scott R. Schumaker

The 1982-83 Ohio State University Cheerleading Squad (left to right). Bottom row: Kathy Murray, Liz Kahoun, Jan Ewing, Kerry Hatch. Second row: Louis Robinson, Mike Bower, Debbie Ruthsatz, Brutus-Eric Mayers, Steve Wedge, Darla Miller, Larry Tolliver, Jeff Gunter. Third row: Craig Conner, and Alan Wolfe. Top: Becky Kuhn.

## Cheerleaders, Brutus named

By Tom Bolt

Lantern staff writer

4-29-82

OSU's 1982-83 cheerleading squad has been selected despite some "tough competition", according to Richard Delaney, associate director of athletics and director of the cheerleading tryouts.

Anyone of the final 20 women or 12 men could have made the squad, Delaney said. 56 women and 21 men competed in the tryouts before a capacity

crowd in the French Fieldhouse.

Six of those selected are former OSU cheerleaders. They are: Mike Bower, a senior from Cairo, Ohio; Craig Conner, a senior from Kettering; Jeff Gunter, a sophomore from Medina; Becky Kuhn, a senior from Waverly; Kathy Murray, a junior from Columbus; and Debbie Ruthsatz, a senior from Sandusky.

Other members on the 1982-83 squad are: Louis Robinson Jr., a sophomore

from Dayton; Larry Tolliver, a freshman from Cincinnati; Steven Wedge, a freshman from Grove City; Alan Wolfe, a freshman from Columbus; Kerry Hatch, a freshman from Findlay; Jan Ewing, a junior from Columbus; Liz Kahoun, a sophomore from Timberlake, and Darla Miller, a freshman from Toledo.

The new Brutus the Buckeye is Eric Mayers, a sophomore from Beachwood.

# Et tu, Brutus! Another look planned for mascot

By Don Baird  
Dispatch OSU Reporter 8-31-82

Brutus Buckeye's suit is undergoing a sex change operation and he does not want to talk about it.

"I'm not even going to wear it ahead of time," he said. "Well, I'll try it on but people will have to wait."

"It won't be seen until the Sept. 11 Baylor game."

Brutus, as every good Buckeye knows, is the mascot for Ohio State University's football team.

Last year Brutus had a decidedly feminine look. OSU officials want a more unisex version of Brutus from the neck down, something suitable for both males and females.

Inside, Brutus changes each season. This season, Eric Mayers, a 20-year-old junior from the Cleveland suburb of Beachwood, will be inside Brutus. And

he is the one who is not talking about Brutus' outside changes.

**FOR ONE THING**, Brutus is more or less a tradition.

And since people, especially Buckeyes, do not like other people tampering with their traditions, the story of the Brutus Buckeye sex change can be a touchy thing.

In fact, Associate Athletic Director Richard L. Delaney frankly admitted he would rather no one wrote about it.

Delaney also frankly admitted he still is smarting from hostile fan reaction to a much more dramatic change in the mascot's costume last fall.

In 1981, Brutus went from a creature which could best be described as a giant nut with legs to a more man-like critter which had arms, too.

Inside, Brutus went from the traditional male occupant to Mary Burnett, of Bryan, Ohio,

the first female Brutus in history.

And that, according to Delaney, is why Brutus had to change again outside.

**BRUTUS' MOST** identifiable and important part, the head, will remain unchanged, Delaney emphasized.

But if you recall, the new Brutus suit worn by Burnett last year was gathered at about knee level sort of like . . . well, a skirt.

A more unisex version of Brutus is in the offing.

For one thing, the old Brutus costume would hinder the sort of antics Mayers is keeping as a surprise for the opening game.

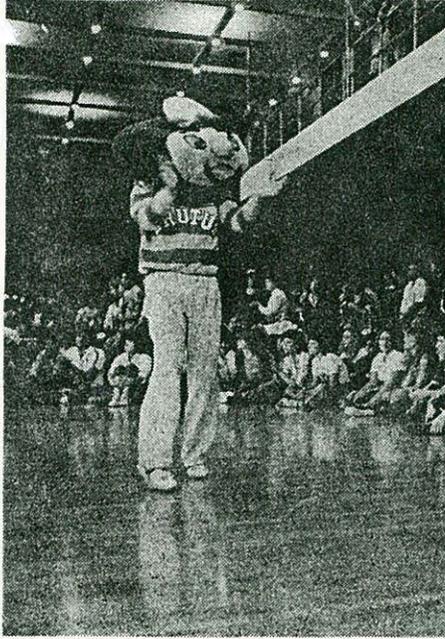
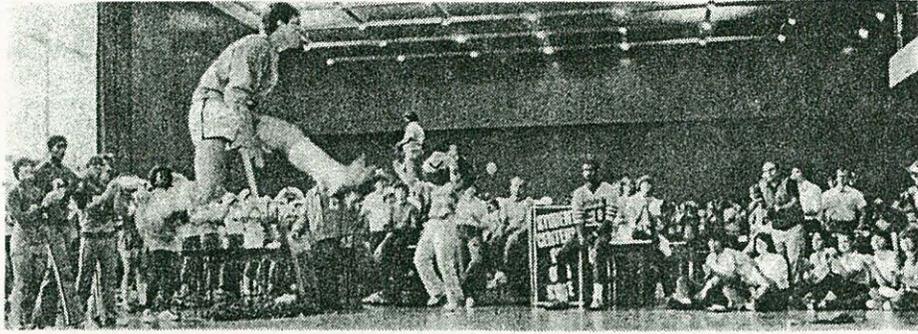
"I'm going to put a little gymnastics into my routine," Mayers said. He would not go into details.

"I want to surprise everybody," he explained. "I think the fans are going to like it."



Dispatch photo by Mary Circelli Bord  
Eric Mayers holds the head of Brutus

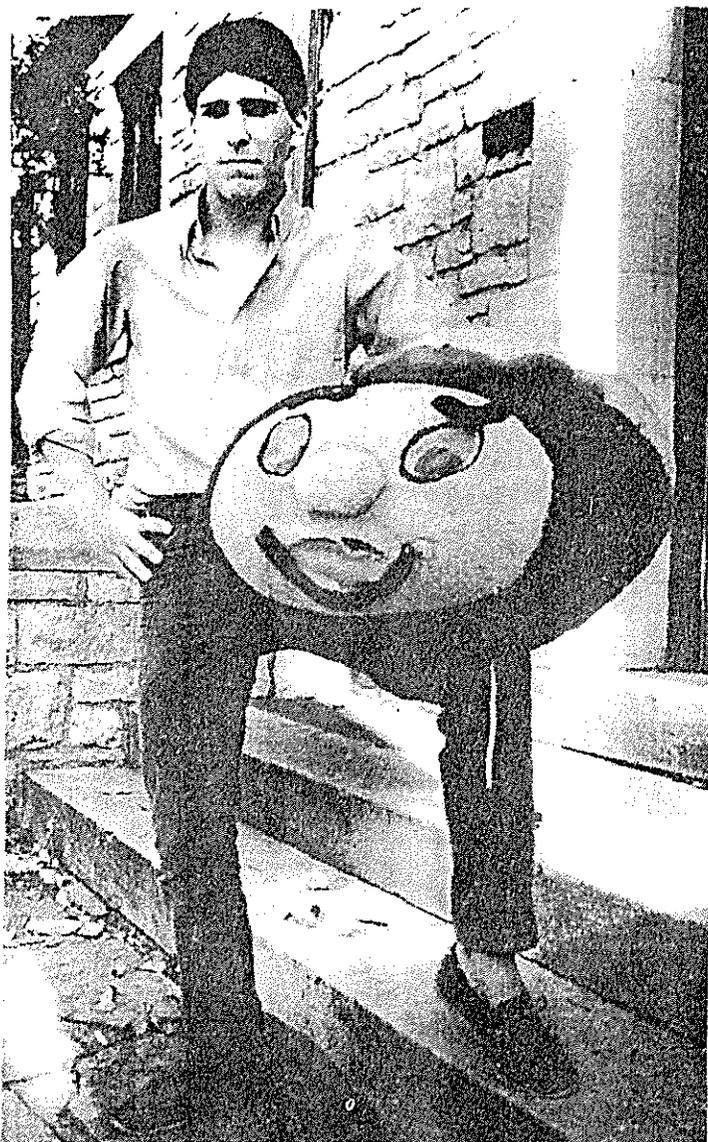
**ALTHOUGH MAYERS** also refused to reveal details of the changes in the suit, he said the alterations are designed primarily to give Brutus the mobility required to do things like somersaults, handstands and other cheerleader-type gyrations.



... back students "ON CAMPUS" 19-30-82

INSIDE THE CHEERLEADERS AND BAND entertained the students with demonstrations of their skills. Drum Major Bruce Hart, above, a senior from Pataskala, shows his ability to jump and twirl his baton, and at the same time lead the band. Brutus Buckeye Eric Meyers, left, a sophomore from Beachwood, is teaching enthusiasm to the crowd, while the cheerleaders, right, are leading the shouting. Cheerleaders from left to right: Becky Kuhn, a senior from Waverly; Debbie Ruthsatz, a senior from Sandusky; and Kathy Murray, a junior from Columbus.

The photos above, all outside and inside the Ohio Union, were taken by Kevin Fitzsimons.



The Lantern/Maureen E. Miller

Eric Mayers, alias Brutus Buckeye, stands in front of his fraternity house Sigma Alpha Mu. Mayers is a junior from Beachwood majoring in finance.

## Buckeye 'nut' cheers for team

By Nancy Richison  
Lantern staff writer

10-22-82

He runs around Ohio Stadium shaking his fist at the opponents and exciting the fans to cheer the Buckeyes to victory.

No, it's not an OSU football player, Earle Bruce or even an OSU cheerleader, but Brutus Buckeye, the OSU mascot.

Eric Mayers is the man under Brutus' nut-shaped head. Mayers is a junior from Beachwood and was chosen to be Brutus in April.

According to Richard Delaney, associate director of athletics and adviser for Brutus and the OSU cheerleaders, only ten or eleven people tried out to be Brutus.

"A lot of people think they want to be it (Brutus Buckeye) and then they drop out," Delaney said.

Mayers, a finance major, tried out because "it sounded like an interesting thing to do."

Mayers had no cheering experience, but he had to learn a basketball routine, a rhythm routine, a fight song routine, an original skit and a cheer. After performing the cheer, he was interviewed by the judges.

Mayers performed at the two spring football games, attended spring practices and participated in a cheerleading camp in August at Virginia Tech with the OSU cheerleaders.

Mayers enjoys being the school mascot and creates his own skits.

"Most of the stuff I do is spontaneous," he said. "The costume enables me to do a lot."

Brutus' head is made of foam and weighs about five or six pounds, Mayers said. A chin strap keeps the head from falling off while he performs cartwheels and other acrobatics.

Performing in front of over 90,000 fans is exciting, he said.

"It's a good feeling being out there," Mayers said. "The first couple of games, it was exhilarating being in front of all those people, but now I concentrate more on my performance. I concentrate more on being better."

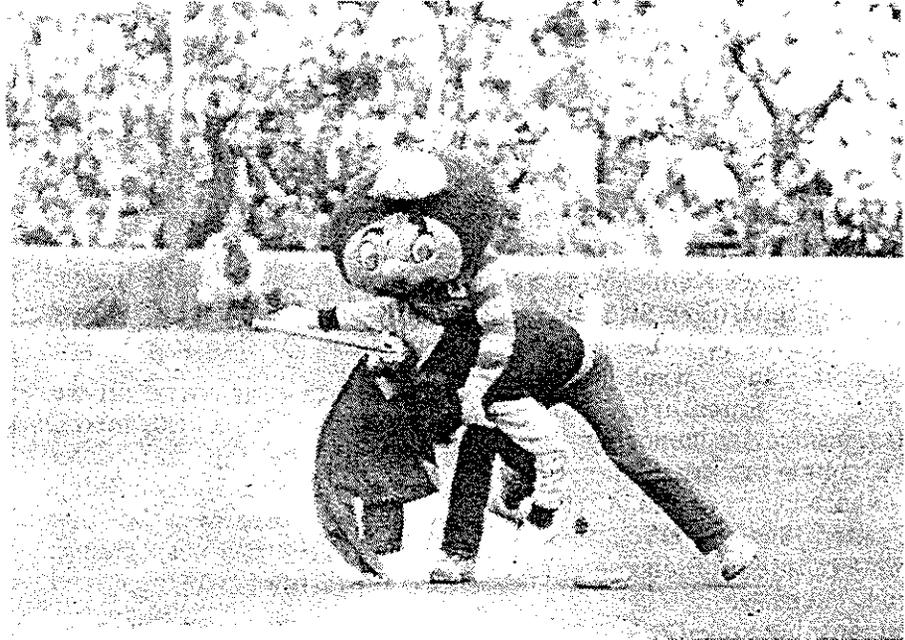
Now he practices twice a week with the cheerleaders, but during basketball season, Mayers will practice once a week.

# ***Brutus Buckeye battles boisterous Booster***

One OSU fan maintained his stand after an attack from a Wolverine Saturday. Brutus Buckeye was not caught off guard here as he is pounced on by a member



of the Michigan Booster Club. The OSU mascot showed the cowardly assailant a few moves of his own before finishing him off in style with an OSU flag.



the Lantern/Michael Shimko



# *Chance for immortality lost at Brutus tryouts*

By Chris Tucker  
Lantern staff writer

It was hard to hear, almost impossible to see and it smelled horrible. The Brutus Buckeye head made every movement awkward and clumsy.

I only practiced with the head for one day before try-outs but all these minor setbacks did not stop me. I wanted to be the 1984-85 Ohio State mascot, Brutus Buckeye.

It would be great to go to the Rose Bowl as a football player, but my 120-pound body would be crushed. However, as Brutus Buckeye I might get a free pass to Pasadena.

My chances were slim. Eric Mayer was trying out again after being Brutus for the past two years. He also was asked to be the Cleveland Indians Mascot for this summer, definitely some stiff competition.

To try out, Brutus contestants had to do gymnastics, a basketball handling routine, an original routine to "Hang on Sloopy", the OSU fight song, a cheer named Loco and an interview with a panel of five judges. The fight song and "Sloopy" were done with the Brutus head on.

"Hang on Sloopy" was the crowd pleaser at the tryouts. It started with the returning Brutus roller skating. One of the contestants mooned the crowd with a "Go Bucks!" sticker on his posterior end.

As the others did their routines I watched the crowd. They were rowdy and spirited as Brutus ran around and did foolish things to the music. I was the fourth person to go out of five, and I had some tough acts to follow.

With the head on and the music blasting I could not hear the crowd. The holes at the front of the head were too small so I could not see the crowd. During the routine I did not know if the crowd was still there or if they had walked away because my routine was terrible.

I danced around and tried to get the crowd rowdy but I could not hear them. I was getting embarrassed and paranoid so I started to do gymnastics. I landed on my head during the third back hand spring and hurt my neck.

Of course they thought it was funny when I crashed on my head.

I had lost my excitement by this time. My neck was hurting, I was tired and hungry, and I never thought I had a shot at the title anyway.

There were quite a few more trying out for cheerleading so Brutus tryouts were done early. The winner was going to be announced at any second.

"The 1984-85 Brutus Buckeye for the third year in a row, Eric Mayer," the announcer proclaimed to the crowds applause.

A well deserved position. Mayer was incredible. Unbeatable. That is what two years experience will get you. Everyone congratulated him as he left for the Cleveland Indians opening game.

No regrets or disappointments. It was fun trying out except for my sore neck.

Next year? No, I had my shot. I will just stick to being the average college student dreaming of the day I graduate.

# Brutus newest star of scoreboard video

By Bob Reynolds

Lantern staff writer

11-2-84

Brutus Buckeye will dance his way to a touchdown Saturday in an animated music video that will be shown on the stadium scoreboard before the OSU-Indiana game.

Brutus, a cheerleader and "the bad guys," a generic opposing team, will dance to a three-minute medley of OSU fight songs.

The video is the work of David Tolley, a doctoral candidate in music composition, Jim Kammerud and Jeff Smith, sophomores from Worthington majoring in fine arts.

It was Tolley's idea to produce an animated breakdance video to music he had written. He suggested the idea to Smith and Kammerud, who agreed to do the animation.

Tolley, Smith and Kammerud took the idea to the athletic department and offered to donate the animation and music free of charge with the conditions that the department accepted the entire animation and had one of its employees digitize it, Smith said.

The video begins with a picture of the stadium, fans and bad guys everywhere, then the words, "the Bucks need a touchdown, who's going to save the day?" Brutus comes out, a cheerleader blows him a kiss and he does a little dance.

Brutus then recovers a fumbled ball and "suddenly there's a million bad guys all smashing around Brutus," Kammerud said.

The ball is fumbled again, Brutus once again saves the play and he breakdances his way to a touchdown, Smith said.

Smith and Kammerud said they developed the story idea by listening to Tolley's music. "He gave us the music, I listened to it and certain sounds suggested images," Smith said. "I got together with Jim, and we refined each and every measure."

"Breakin' for the Bucks," a single is being sold at OSU bookstores, is a computer generated piece that uses synthesizers to play a medley of OSU fight songs put to breakdance beat.

Tolley describes his music as "an up-beat pop medly, done with millions of synthesizers and one guitar."

The animation presented some problems, Smith said.

Kammerud said standard animation is 12 frames per second. The scoreboard computer runs at five frames per second, so they were not able to use traditional animation, he said.

What would have taken 1800 frames in a regular cartoon, had to be done in 600 frames for the computer. Some sequences, such as

taking a step, were drawn once, then read over and over by the computer to simulate walking.

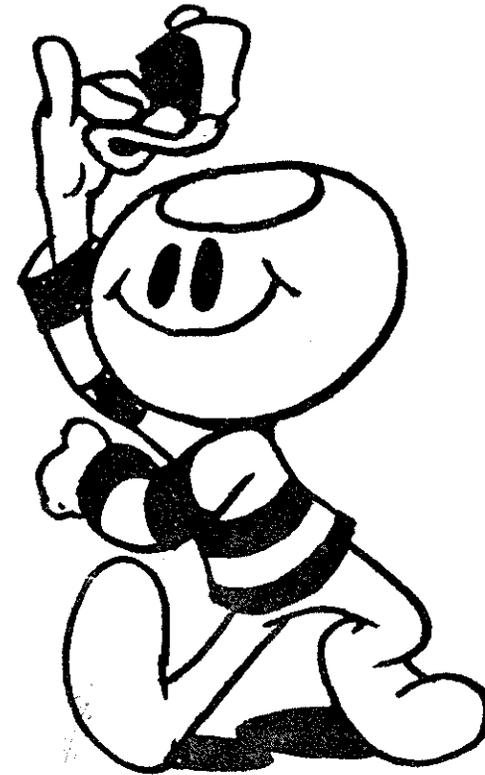
"We wanted to do more state-of-the-art animation, but we had to do it more primitively," Smith said. "Due to the computer we had to use thick lines, and keep it very uncomplicated."

Ed Cheetham, a graduate student in computer animation, volunteered his time to digitize the piece. Digitizing is the process of taking pictures of the animations so the computer can use them.

"It's the longest animation anyone has ever tried to do on a scoreboard," Cheetham said.

He said professional teams do not have the freedom to do what OSU is doing, because of time restrictions. "Most (videos) are so short because they are played during the game. Since this is done before the game, we have more freedom," Cheetham said.

Smith said, "(The animation) began as a project to promote Dave's record. We also thought it would be fun."



# Video causes controversy

By Bob Reynolds

Lantern staff writer

11-9-84

Everything went well for those watching Brutus Buckeye breakdance on the scoreboard before the Indiana game Saturday, but things did not seem to go as well for those who created it.

Valerie Quillen, from the Licensing Department, phoned the *Lantern* Friday and said Dan Meinert, administrative assistant for the Athletic Department, called her office and was upset about an article printed in *the Lantern* Nov. 2 concerning the video. Meinert oversees the operation of the scoreboard for the Athletic Department.

She said the video project was cancelled and would not run.

The video did run, but none of its creators were able to see it.

The scoreboard video, "Breakin' for the Bucks," was developed by Dave Tolley, a graduate student in music composition, Jeff Smith and Jim Kammerud, both sophomores from Worthington majoring in fine arts.

Tolley, Kammerud and Smith donated the video project to OSU with the conditions being they be allowed adequate computer time to produce and edit the video, that their names appear with the video, and that they be allowed to enter the press box before the game to see the video, the three said.

Kammerud and Smith donated their time, which Kammerud estimated to be about eight hours a

day for three weeks. There was nothing in the contract about them talking to the press, he said.

"Our understanding was that the athletic department was going to help us with the publicity," Smith said.

Meinert asked the students to let the athletic department handle all the publicity, Smith said.

Meinert said no press releases were made because "we have shown new dimensions of the board every time." He said he did not think that the scoreboard video was any big deal.

"I disagree . . . nothing like this has ever been done before," Smith said.

Ed Cheetham, a graduate student in computer animation and one of Meinert's assistants for the scoreboard, said "It's the longest video anyone has tried to do on a scoreboard."

Smith and Kammerud said there must have been some misunderstanding, and agreed to be interviewed by *the Lantern*. Dan Meinert could not be reached for comment before the first article was published.

The article about the scoreboard appeared on page one of *the Lantern* the Friday before the video's debut.

After *the Lantern* published its article, Dave Tolley was contacted by two local radio stations and two local TV stations to comment on the video.

"Dave had several (media) people that were interested in the story, Dan (Meinert) said don't talk to them until he issued a press release," Smith said.

A press release has still not been issued.

"The positive response to *the Lantern* article was incredible, we had the chance to get on TV and radio to show how great the potential for scoreboard video is.

"For Dan Meinert to downplay this is incredible," Smith said. "How about flabbergasting?" Kammerud said.

"They requested to sit there (in the press box), and we said yes," Meinert said, "but not for the whole game, we never said that they could not go up there."

Meinert said that the three artists forgot to ask him for press passes at their last meeting.

"We did not forget to get the passes," Smith said. Tolley went to the elevator for the pressbox an hour before the game and asked if he would be allowed to enter. The answer, delivered from Meinert via one of his aides was, "no way," Tolley said.

"We felt this was a great opportunity to repay OSU, all we wanted to do was donate to the school a project in which we poured in all of our time and talent," Smith said.

"After cutting through all of the red tape involved with a project like this, it would have been nice to see it come off," Smith said.

The video is slated to be shown again before the Michigan game, Meinert said.

Tolley, Smith and Kammerud said the problems could have all just been a lack of communication with the Athletic Department. They composed a letter and sent copies of it to Richard D. Jackson, vice president for business and finance, and Rick Bay, athletic director.

"If the reason is because of some misunderstanding, we've taken steps to see that it does not happen for the Michigan game," Smith said.

Jackson confirmed he did receive a letter from the three artists and said his office is looking into the matter. He said they will respond to the complaints, but would not comment further right now.

Bay could not be reached.



11-13-84

Tim Jones/the Lantern

## Brutus is no BLUEblood

OSU's No. 1 nut, Brutus Buckeye — also known as Eric Mayers, a senior from Beachwood — donates blood at the Central Ohio Red Cross Center, 995 E. Broad St. This is part of the annual blood drive contest between OSU and Michigan. People wanting to donate blood for the contest have until Friday.

## ***Breakin' Brutus bops before his creators***

On <sup>11-16-81</sup>Saturday, the producers of the Brutus Buckeye breakdancing video will finally be able to see their scoreboard art from the press box.

The video, first shown on the scoreboard before the OSU-Indiana game, Nov. 10, was produced by three OSU students, Dave Tolley, Jeff Smith and Jim Kammerud.

The three were promised they could view the video from the press box on the day of the game but when they tried to enter, an aide to Dan Meinert, administrative assistant to the athletic department, told them they could not.

Tolley, Smith and Kammerud said they wrote a letter complaining about the problem to Richard D. Jackson, vice president for business and finance, and Richard Bay, athletic director.

Bay said he read the letter and immediately sent a letter of apology to the three.

"I apologize for the problem we caused them."

*The Ohio State Lantern*

# Brutus almost lost his head

11-19-84

Brutus Buckeye was a little shook up Friday morning, but later that day he was his old self once again. As Brutus explained, he just temporarily lost his head — literally.

Brutus, otherwise known as Eric Mayers, discovered his plush head and costume of OSU's mascot had been stolen from the back of his car which was parked in a lot behind 154 E. Woodruff. Mayers, who has been the mascot for three years, said he has always stored the costume in his car.

"You never know when you might need it," Mayers said. He plans to keep it some place else to avoid another theft before the Rose Bowl.

Mayers discovered his rear car window broken and the missing costume at about 7 a.m. Friday. He estimated that the car was broken into between 2 and 6:15 a.m. Friday.

Mayers, who has been doing the morning weather report on WSNY-FM radio station as Brutus, immediately called the station to tell them about the missing head. He also filed a report with the Columbus Police.

The station offered a \$250 reward with no questions asked for the return of the head. The reward was later increased to \$500. GTE Telsystems Corp., 879 N. High St., offered a \$1,000 reward.

Mark Litton, vice president of service, said his company planned to fly its helicopter out of the state if necessary to retrieve the stolen head.

WSNY was barraged with callers offering football tickets as rewards and their own versions of Brutus costumes for Mayers to use at the game, said Marty McNeil of the news department.

"If I don't get the costume back I'll just watch the game in the stands," Mayers had said Friday.

Dave Garick, news director for WOSU, said he was called by Frankie Alexander, the man who found Brutus' head in a dumpster about three blocks north of 11th Avenue.

Alexander, who was searching for aluminum when he found the head, feared that he would be blamed for the theft, Garick said. Alexander met Garick at an area 7-Eleven where he turned in Brutus' head.

In regards to rumors that the missing mascot was a stunt, Harry Lyles, program director of WSNY, said, "If I had thought it was a put on, I wouldn't have (offered the reward)," Lyles said.

Mayers said, he did not think the theft was a stunt either.

Saturday's game was Mayer's last home game as Brutus. He will be graduating in the Spring.

compiled from staff reports

*The Ohio State Lantern*

# Student lives 15-year dream as new Brutus Buckeye

By Elizabeth Renner

Lantern staff writer 5-17-85

When Scott Geyer takes the field in September for the first game against Pittsburgh, he will be living a 15-year dream. Geyer is the new Brutus Buckeye.

It was New Year's Day, 1970, and the Buckeyes were paired against Stanford in a tough Rosebowl match. Six-year-old Scott Geyer was a little sports fanatic, and he was determined the Buckeyes could never lose — but they did!

"It was that night that I decided I would play for Woody Hayes, but as I got older my size would deter me," Geyer said.

So with the suggestion from his parents Geyer decided his goal would be to become the next Brutus Buckeye.

Fifteen years later, 21-year-old Scott Geyer, a senior from Springfield, finally achieved his goal.

Tryouts were held on May 4. They consisted of four different events: the traditional fight song routine, a personal interview, a "Hang on Sloopy" routine and a special event.

This year's special event was created by Eric Mayers, last year's Brutus Buckeye, and was designed to see how well the contestants could get the audience

motivated.

Geyer had tried out for Brutus two times before — both times against Mayers — and was determined not to give up the struggle because of his love for Ohio State, he said.

"The minute you mention Ohio State he goes crazy," said Jim Geyer, Scott's brother, also an Ohio State student. "He breathes Ohio State."

Geyer said he has no set plans for the future, but he hopes to either go to law school or to get his master's degree in political science.

"Ultimately, I would like to be in U.S. politics or possibly a senator," Geyer said.

His fantasy, however, is to become the president of the United States.

"It's something that I've wanted to do and I think I could do it," Geyer said.

Geyer believes that his being Brutus in some way will help him to reach his political goals.

"Being Brutus you have to deal with 90,000 people on any given day and that teaches you poise and discipline, and those are qualities which will carry over," Geyer said.

Geyer said he plans to keep Brutus' appearance the same. He added that he will still be doing several of the traditional routines, but that he has many of

his own ideas.

For the opening basketball game, Geyer is planning on trying to work something out with the band in order to celebrate Beethoven's birthday.

Geyer believes that Brutus is an important part of Ohio State because he is a personification of the whole university.

"Brutus is every student, faculty member and administrator," Geyer said.

Geyer is looking forward to coming out of the tunnel opening day against Pittsburgh to a crowd of 90,000, most of whom will be Ohio State alumni.

"All summer long you psyche yourself up for opening day," said Eric Mayers. "It's a very exciting moment."

Mayers said he hopes Geyer enjoys being Brutus as much as he did.

Geyer believes that his struggle to become Brutus has helped him a lot.

Geyer has had to struggle for a lot of things, but, he said, he finds if he lives by a little saying it helps him a lot: "What you sincerely wish, ardently desire, and religiously act upon must surely and inevitably come to pass."

"Maybe that's why I'm Brutus Buckeye today," Geyer said.

# New Brutus must

By Nick Kellis  
Lantern staff writer

Though the football season is still months away, the search for the 21st Brutus Buckeye is about to begin.

The new OSU mascot will be chosen April 19 at the French Field House. Anyone interested in registering for tryouts may do so at St. John Arena until March 20.

Scott Geyer, the 1985-86 Brutus, said "First and foremost, to be Brutus you've got to have a lot of enthusiasm for yourself and your school, and pride to be representing one of the best (universities) in the country."

Geyer, a senior from Springfield, said everyone that sees Brutus expects quality. "He is the personification of the students, administration, athletes and fans of Ohio State. OSU has a reputation for quality that it expects of its athletes, cheerleaders and mascot."

Brutus tryouts will coincide with the first day of cheerleading tryouts this year. Sherie Moore, administrative secretary to the athletic department, said previously each event was run separately and the crowd attendance for the mascot tryouts was low because only 10 to 20 people try out for Brutus.

Moore said the cheerleading tryouts usually draw several hundred, which will help make Brutus tryouts more exciting and should increase the number of people registering to tryout.

Eric Mayers, who was Brutus Buckeye from 1982-1985, agrees that competing alongside the

cheerleaders will help the mascot tryouts. "It's good being in front of a big crowd, it helps set the atmosphere," he said.

Mayers said that both tryouts are basically the same, except that Brutus tryouts do not demand difficult cheerleading skills like partner stunts or gymnastics.

"People trying out for the mascot



# have appeal

should be spontaneous, with athletic ability and a good background in sports," he said. "But crowd appearance is more important. There is no tumbling necessary."

Mayers encouraged interested people to register. "Anybody with an interest in athletics and Ohio State can do it. It has nothing to do with cheerleading or any complex skills."

Geyer agreed that enthusiasm is much more important than quality skills in picking the new Brutus. "People that don't have the skill or don't want to be a cheerleader can hide behind a mask and still be in the middle of it all," he said.

Participants in the Brutus tryouts will be judged in several events at stations around the French Field House. Although the events are yet to be determined, Geyer said that this year's tryout format will be similar to last year's.

"They'll probably have to do a routine to music and perform the men's fight song. I'm sure there'll also be a personal interview," he said.

Geyer said that in previous years everyone was limited to one main skit, and this year the judges may let contenders design their own. "Everyone has to have the ability to create on the spur of the moment," he said.

Geyer, who is not trying out again because he is graduating in June, said he will be involved by demonstrating the events and helping participants at each station. Mayers will probably be on hand to offer advice to potential mascots.

"They are looking for a Brutus that is full of new ideas and energy," Mayers said. "When I was Brutus, I lived and breathed OSU football and basketball. Brutus should be somebody that is so into the game... I always felt like a fan, and tried to communicate my feelings to the crowd."

In addition to performing at all home football and basketball games, Brutus' other duties include appearances at away games, charity events and public functions and several of the less-publicized sporting events.

"Some of the lesser-seen sports like swimming, gymnastics and track are still Buckeye athletics and are just as important as the bigger ones," Geyer said.

"You represent OSU on and off the field," Mayers said. "When I got a jaywalking ticket the summer before last, it went across the country on the AP and UPI wires. That just shows how visible you are as Brutus."

Geyer said that his year as Brutus has been one of the best of his life. "This year has so many memories," he said. "I think the greatest single thrill for me was at the opening game with Pittsburgh when they had the introduction of the cheerleaders.

"I was so overwhelmed, I cried. I think in that single moment I knew most what it meant to be Brutus Buckeye — that you represent everything about this university," he said.

According to Geyer, Brutus has evolved two or three times during the last 21 years. "The old Brutus that I grew up with was made of papier-mache and fiberglass and weighed about 70 pounds. It was predominate during the Archie Griffith days and was just a red ball with eyes and brows."

The mascot changed in 1981 when Mary Burnett became the first female Brutus. "Brutus had basically this year's head with a red body suit. In 1982, Eric (Mayers') first year, the uniform became just the head with the cheerleader-type outfit."

Mayers was the first Brutus to be selected from a mascot tryout. Before 1982 the alternate cheerleader was given the option of becoming mascot.

# New Brutus eager to start cheering

By Katy Marston  
Lantern staff writer

The newly chosen **Brutus Buckeye** plans to keep the tradition alive by leading cheers and keeping fans guessing what he'll do next.

Todd McCartney, a junior from Maumee, was one of 11 men and women trying out for the position. McCartney said he was more surprised than anyone when he heard his name announced at the end of the tryouts.

"They set it up so that we really couldn't watch each other trying out," McCartney said. "We all were waiting outside and we'd go in one by one," he said.

"I could hear the crowd yelling so I thought the guy ahead of me really cleaned up," McCartney said. "They really loved him and that's one of the reasons I was really amazed I made it, I thought everyone else was really doing well," he said.

McCartney said being Brutus Buckeye was something he always wanted to do, and decided last fall he was going to give it a try.

He took two acrosport classes designed for people trying out for the cheerleading squad to improve their tumbling skills.

"In the first part of January I broke my ankle and thought it was all over. Everyone else in my class kept progressing and got really good at tumbling, and I was in a cast," McCartney said. "When I



Charles R. Street/the Lantern

Todd McCartney with Buckmobile got the cast off and started tumbling again I was really poor at it and it was almost comical.

In the final skit of his tryout, McCartney had a roommate dressed as a Michigan woman ironing and when the music came on McCartney ran out. He needed a surfboard so he knocked his roommate down and started surfing on the ironing board.

Throughout the performance, McCartney's other roommate operated a radio controlled little car converted into a buckeye that chased Brutus around.

"Brutus is definitely going to have a sidekick out there and that's going to be that little buckeye," he said.

McCartney said his biggest problem during the try out was getting used to the costume.

"You had to do everything in it," McCartney said. "That was tough because they gave us only one hour of practice one week before to wear it. You can't see, breath or walk in it," he said.

McCartney became involved in cheerleading at St. John's High School where he was on the squad with six other men.

"I went to an all guys Catholic high school so we didn't have any girl cheerleaders, but it was a big honor to be named one of the seven guys to be the cheerleaders. We'd do just Brutus type things, as opposed to regimented cheers and good gymnastics," McCartney said.

During the past three years at Ohio State, McCartney has been studying agriculture and animal science, was the vice president for the Ohio State rodeo club and works at the Ohio State horse barns.

McCartney credits his close friends and family for supporting him. He said he is very excited about the traveling he will be doing in the coming year.

"It's been a real surprise, it just hasn't hit me yet. I think when I see 90,000 people it's going to hit me. This is going to be a good year," he said.

*This day in history . . .*

**Brutus goes under the knife**

On Sept. 23, 1977, Brutus Buckeye got a facelift. The old Brutus was described as an ogre, with a "little button nose and a big bright smile that turned to a frown whenever the team fell behind." The new Brutus was described as cute and cheerful, and could easily be taken apart for travel.

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# New Brutus seeks original routines

By Lee Kirchner  
Lantern staff writer

Most Ohio State football fans worry about getting football tickets, but the new Brutus Buckeye, Kyle McQuaid, is worrying about selling them back.

"I bought a football ticket and now I have to figure out how to sell it back," said McQuaid, a sophomore from Strongsville.

McQuaid said he hadn't planned on trying out for Brutus Buckeye position but when the cheerleading tryouts were postponed he decided to give it a try.

"People kept telling me I should tryout and it was something I always wanted to do, so I did," McQuaid said. "I didn't even tell my parents that I was going to tryout."

"Only a few people knew that I was trying out," he said. "I didn't want anyone else to know."

The Friday before the tryouts, McQuaid said he and two of his friends, who are members of the Scarlet and Gray Show, stayed up most of the night making up a routine.

Todd Fournier, a senior from Marion, and Jim Stevenson, a sophomore from Toledo, helped him a lot, McQuaid said.

"I couldn't have made it without their help," he said.

On May 16, McQuaid was chosen to become the next Brutus Buckeye.

McQuaid said he believes anyone of the five people who tried out could have made it. The competitors were allowed to watch the others while they were doing their routines, he said.

"Everyone had very original routines, I was impressed by them all," McQuaid said.

McQuaid said he is used to performing in front of a crowd because he was the Strongsville High School Drum Major in 1985 when the band went to the Orange Bowl Parade in Florida.

McQuaid was also a member of the Scarlet and Gray Show, a group of OSU students that are selected through tryouts. They perform at amusement parks such as Cedar Point.

Tryouts for Brutus Buckeye and the Scarlet and Gray Show were both on the same day, McQuaid said.

"I had to make a choice as to which one I was going to try for," he said.

McQuaid said it was a difficult choice for him to make.

"I enjoyed working with the Scarlet and Gray Show but I decided that I wanted to tryout for Brutus more," he said.

Competitors, who tried out for Brutus, had to perform a three to five minute skit to music, a routine to "Hang on Sloopy," an improvised routine to a situation the judges gave the person, perform the Fight Song Cheer and participate in a personal interview, he said.

Looking forward to the upcoming season, McQuaid said, said he will be performing at all the football games, all home basket-

ball games and possibly a few of the away basketball games, along with some local charities and telethons.

He said after winning the position, his only worry was how the cheerleaders would react to him.

"But we are getting along great together," he said.

McQuaid will attend camp with the cheerleaders in August to learn more cheers and routines. During the football games one of Brutus' duties will be to help with spotting the cheerleaders' mounts, he said.

According to McQuaid, one of his biggest tasks is to come up with his own ideas for Brutus.

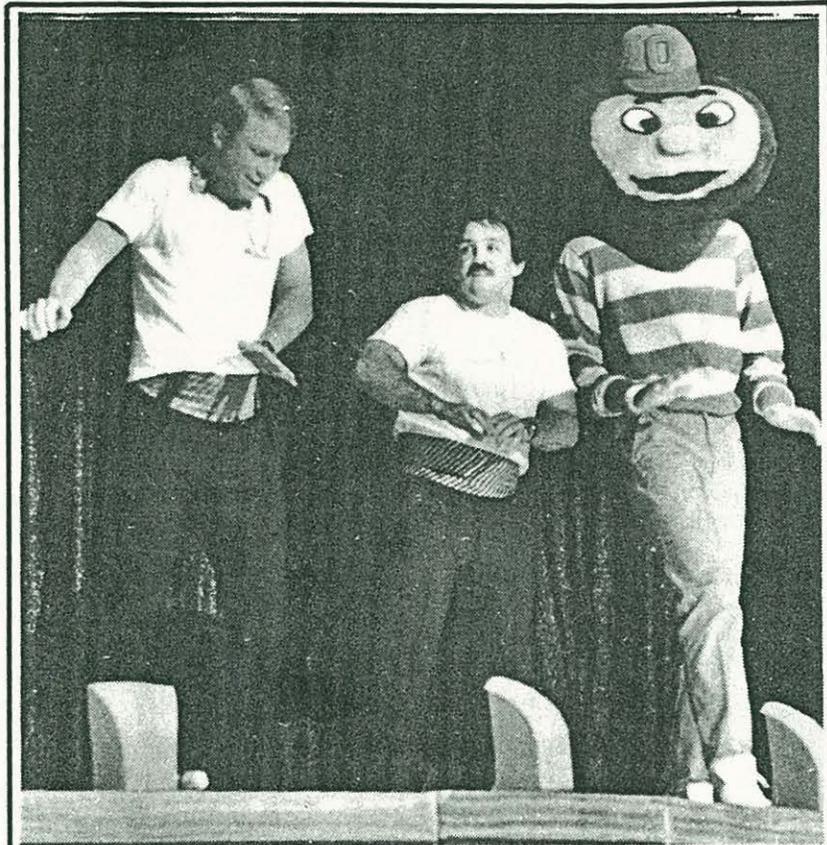
"I have to think of a new gimmick for the football season," he said. "Todd McCartney, the previous Brutus Buckeye, used the moving buckeye last year and I have to try to think of something as original," he said.

Another task McQuaid must face is to not speak while he is wearing the Brutus head.

"Buckeyes can't talk and I have to make sure that I remember that at all times," he said.

McCartney, a senior from Maumee, faced a problem with this during his reign as Brutus, McQuaid said. A reporter tried to get a comment from him and he couldn't say anything, he had to just stand there.

"It is going to be very challenging, but I am going to go out and enjoy myself and hopefully help the crowd have a good time," McQuaid said.



Karen S. Kostelnik/the Lantern

## Brutus on Broadway

Brutus Buckeye dances a softshoe with Doctor's Hospital interns John Royalty, left, and Micheal Miller, right, at a their ninth annual on-stage performance Saturday night at the Ohio Theatre. The variety show entitled "Buckeyes on Broadway" was put on by hospital administration and staff members. Production manager Phyllis White said when she decided on the theme for the show it only made sense to invite the biggest buckeye in Columbus to participate. She got a hold of Ohio State's newest Brutus, Kyle McQuaid, a junior from Strongsville and asked him to join in the event.

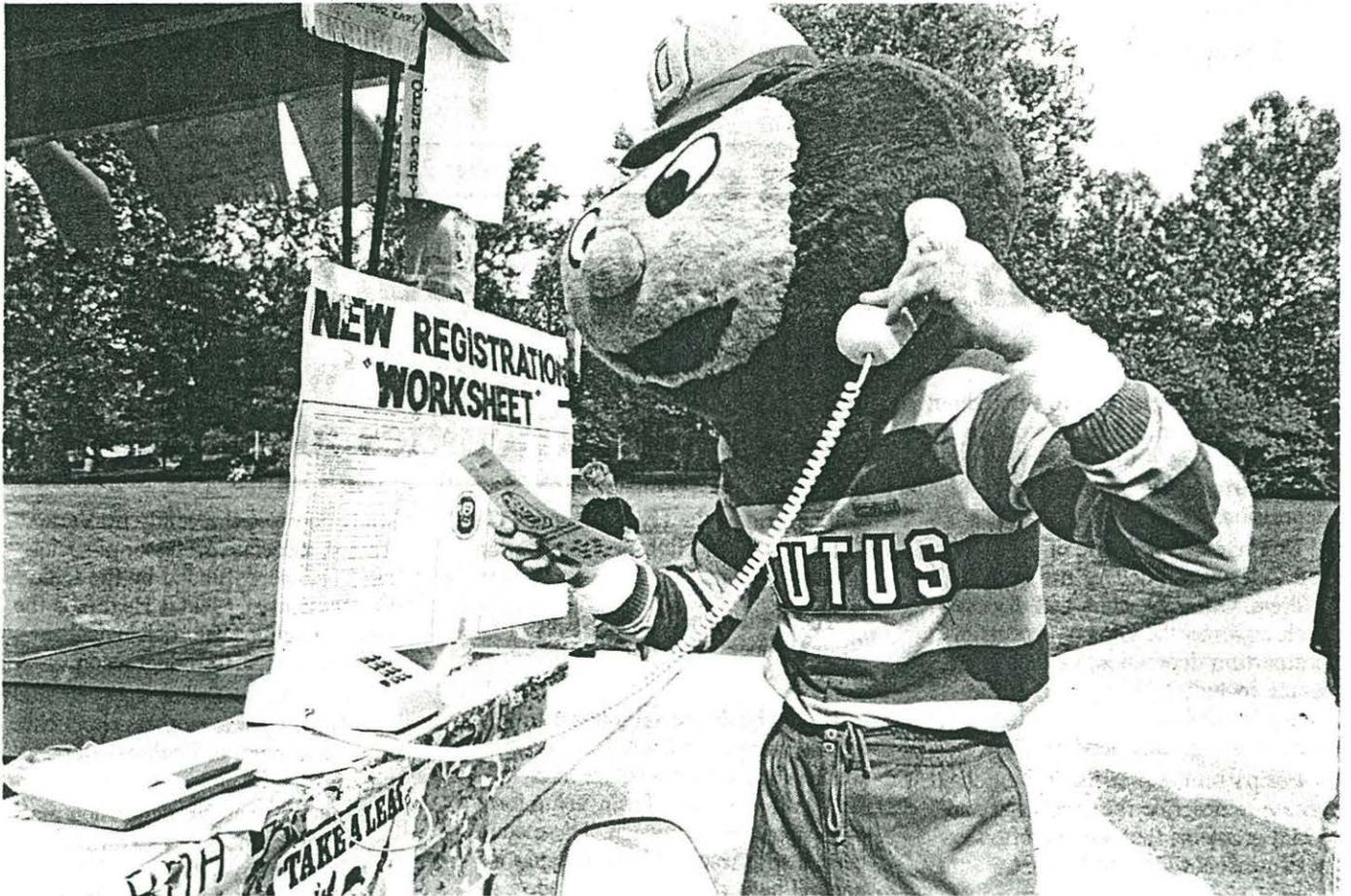
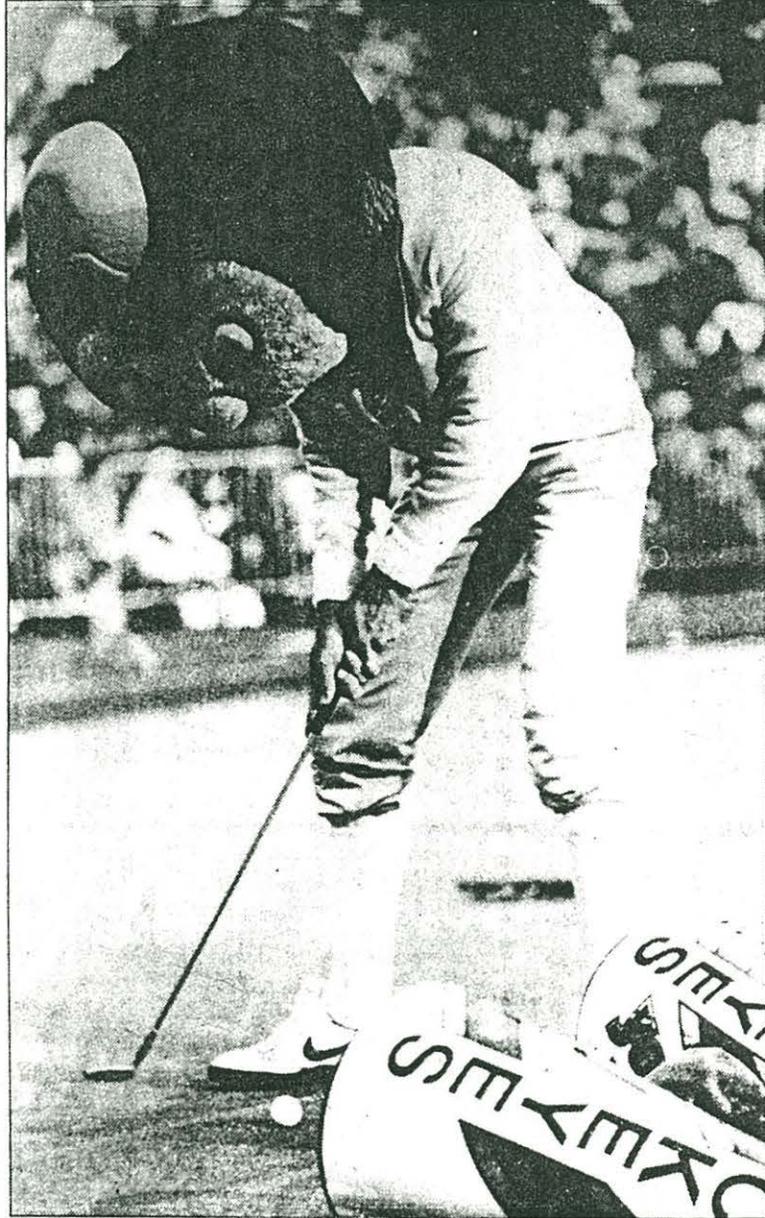


Photo by Kevin Fitzsimons

## No telephone tag

THE 30,000 STUDENTS in 10 academic units registering for winter quarter through Oct. 30 are letting their fingers do the standing with BRUTUS. Brutus Buckeye, alias Kyle McQuaid of Strongsville, demonstrates his namesake, Better Registration Utilizing Touch-tone phones for University Students

(BRUTUS), on the Oval Oct. 16. The system in the Office of the University Registrar makes telephones into computer terminals for class registration. The entire student body will use BRUTUS to sign up for spring quarter courses.



Dara Albanese/the Lantern

## Freeze gopher

**Brutus Buckeye**, Kyle McQuaid from Strongsville, plays golf during Saturday's game. Brutus' action is in reference to the gophers being blown away in the movie "Caddyshack."

# OSU hopes tougher Brutus, energized Block O catch on

By Ruth Hanley  
Dispatch OSU Reporter

At last, Ohio State University has a **Brutus Buckeye** who is truly a brute.

The new Brutus, complete with clenched fists, muscles and a determined scowl, is the creation of OSU alumnus Tim Hershner of Granville, Ohio.

OSU HAS ADDED the new design to its team of trademarks and will promote its use on commercial products such as T-shirts and hats.

Other Brutuses will stay around, because OSU's licensing program has approved different versions. But none has captured the public's imagination the way Hershner and OSU officials expect this tough guy will.

"We're hoping it will become *the* one," said Anne Chasser, coordinator of OSU's licensing program.

Until now, the trademark Brutus has been more of a wimp than a lean, mean, athletic machine. Hershner believes OSU deserves better.

"We are tough and mean and aggressive, (so) I thought I'd beef him up a bit," he said.

Before Hershner graduated with a bachelor's degree in industrial design in June, he entered his Brutus in an OSU contest. He did not win the \$1,000 prize, but OSU officials liked his design so much they bought the rights to it.

MATTHEW HOLLOWAY of Columbus, another industrial design graduate, won the contest for his interpretation of the Block O. Chasser called Holloway's design, with its slanted lines and shadow, "a Block O in motion."

"I wanted to have something that was fun and

energetic," said Holloway, now art director for the K Group. "It's traditional enough that alumni will buy it, yet modern enough to sell in the '80s and '90s."

The new Brutus and Block O will be presented to the public on the Ohio Stadium scoreboard at Saturday's OSU-Oregon football game, Chasser said.

The new symbols are expected to appear on products in the next few months.

Last year, retailers sold more than \$14 million worth of goods bearing the OSU name or trademarks, Chasser said.

TO USE the OSU marks, manufacturers pay royalties of 6.5 percent of the wholesale cost of goods sold. Last year, OSU received \$450,000 in royalties. That money goes into a student scholarship fund, which now has \$800,000, Chasser said.

OSU must approve the use of its trademarks on products and in advertising. That requirement forced the Kroger Co. to postpone for a year its "Buckeye Blitz" ad campaign, because it was developed too late to receive OSU approval before the 1986 football season, Dave Tebay, Kroger's advertising manager, said.

That is why last year's television commercials were choreographed to the tune of "Kroger backs state football, Ohio all the way," and featured unidentified players.

This year's refrain is "Kroger backs the Buckeyes," and the commercials show OSU players and band members, as well as spokesman Archie Griffin, a former Buckeye football player, in an OSU shirt.



The new Brutus Buckeye, top, and the new Block O.

# Block O, Brutus altered

## New logos blend tradition, modern image

By EILEEN MALONE  
Lantern staff writer

The Buckeyes' mascot Brutus has been transformed into a lean, mean, fighting machine and Block O is now the O in motion.

The feisty Brutus and progressive Block O are the creations of two June industrial design graduates who entered a contest sponsored by the OSU Licensing Program.

The licensing program is responsible for copywriting university trademarks, licensing logos, collecting royalty payments on their use and generating scholarships with the revenue.

"We're always looking for ways to beef up the marks that we submit to the manufacturers who are licensees of the university," said Liz Kennedy, licensing program assistant.



In an effort to do this, the licensing program coordinated the logo competition with the Department of Industrial Design so students could practice what they had learned in the classroom, Kennedy said.

Matthew Holloway, from Green Camp, won the competition with his interpretation of Block O.

Holloway said he researched what type of items sold well at university area bookstores and found that items with traditional OSU marks sold best.

"So I geared my logo toward alumni and brought it back to a more conservative, traditional line," Holloway said. "But I still wanted something modern-looking and energetic that conveyed the image of sports through that

energy."

He explained that the horizontal lines in his design are meant to represent lanes of a swimming pool, yard lines of a football field, and lanes of the track. The lines also convey the feeling of motion, which is enhanced by the gray shadow on the right of the design, he said. This shadow adds depth to the design, he said.

Holloway also said he photostated a buckeye leaf and used its actual proportions for his Block O. Photostating is a process that uses special chemical paper to give pictures finer detailing.

The winning Block O finally "evolved" after sketching more than 20 versions, Holloway said.

"It started out as the traditional Block O that everyone knows, and it grew into different shapes, then the three dimensional idea, then the depth and energy and motion with the right feeling for the eighties, yet appeal for tradition," Holloway said.

Holloway is art director for the K Group, a printing house and design studio. He said his presentation of the Block O logo and the process packet of steps taken to reach the final version of the logo helped him get the job.

Tim Hershner, from Granville, also entered the design competition but did not win. However, his muscle-bound Brutus captured the attention of OSU officials, who bought the rights to the new "brute" mascot.

"I did Brutus instead of a Block O because he's been the unofficial mascot of the university, and I just thought I'd give him some identity," Hershner said.

Unlike wimpy Brutuses of the past, the new Brutus is tough and determined-looking because Ohio State is the home of rough, powerhouse football, Hershner said.

"He started out as a cartoon, being very linear, and I gradually used heavier lines to give him more mass, some muscle," Hershner said.

And so the new Brutus was created. Better, stronger, faster.

"The scowl on his face says, 'I'm gonna get you!', kind of like the anticipation he has before going to beat up on someone," Hershner said.

Kennedy said Hershner's Brutus is the first Brutus Ohio State has actively marketed.

The new Brutus and Block O were shown on the scoreboard at the Oregon vs. Ohio State football game last Saturday.



"I liked the logos," said Jeff Smith, a graduate student from Galloway studying math education, who attended the game. "In the past, Brutus was not as aggressive as he should have been.

The new one brings out the tougher Brutus. The new Block O is more progressive and stylistic," Smith said.

"Brutus looked neat, more idealistic with the Buckeyes and more like a football player," said Mel Shammo, a freshman from Louisville majoring in communications. "I saw the Block O on the scoreboard, and the different colors make it more eye catching," she said.

Kennedy said the new logos are not meant to replace existing logos, but are added options for licensees of university trademarks.

Ohio State contracts with 400 licensed manufacturers. To use goods with OSU logos, manufacturers pay royalties of 6.5 percent of the wholesale cost of goods sold. Last year, Ohio State collected \$450,000 in royalties, one of the largest royalty amounts for any university, Kennedy said.



# NEWS

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(LO)

COLUMBUS -- Ohio State University has adopted a new commercial identification mark. The new logo, an italic block "O" with buckeye leaves, was designed by Matt Holloway, a June graduate in industrial design from Green Camp.

Holloway received \$1,000 as the winner of a student design contest to design a new logo that could be used in commercial applications such as T-shirts and coffee mugs.

A rendering of Ohio State mascot Brutus Buckeye by Tim Hershner from Granville, also a June 1987 industrial design graduate, also impressed the judges, and the university purchased the rights to it as well.

Both designs have been registered as trademarks and servicemarks with the U.S. Patent and Trademark Office and will be made available by license to authorized vendors of Ohio State clothing and other paraphenalia, said Anne Chasser, the university's licensing program director.

"These designs are more lighthearted than the official seal and official logo," Chasser said. "They're more appropriate and more saleable for many purposes."

Ohio State closely monitors the use of its trademarked

-more-

symbols, which include the two new logos, the university seal, the year-old square "Ohio State" logo, the phrase "Go Bucks," and others. Vendors are required to sign royalty-bearing licensing agreements with the university in order to use the trademarked symbols.

In the last fiscal year, Ohio State earned \$456,000 in royalties, nearly double the previous year's earnings and more than 10 times the 1982 royalty income. The proceeds are deposited in an endowed scholarship fund which now totals \$800,000 and will provide about 50 scholarships this year.

Chasser expects the new symbols to increase scholarships next year. "We felt there was a market for something new, something less formal," she said. "And instead of doing what many other schools have done -- hiring a professional design firm for thousands of dollars -- we decided to tap our own resources. And we're pleased with the results. The students' work was very impressive."

#

Contact: Anne Chasser, (614) 292-1562  
Written by Ruth Gerstner



Note: Camera-ready artwork and specifications for printing the logos in one, two, or three colors are available from Ohio State's Licensing Office, 128 Derby Hall, 154 N. Oval Mall, Columbus, Ohio 43210; phone (614) 292-1562.



# Spirit of Brutus endures changes

By LEAH WEAVER  
Lantern staff writer

For some people, happiness is being a Buckeye.

But as Keith Burkes puts it, happiness was being *The Buckeye*.

Burkes was the OSU mascot in 1974-75.

"I had always wanted to play football, but I was too small," said the 118-pound former OSU student. "One day I saw Brutus on the field, and I thought, 'That person must be having the greatest time,' so I decided to try out."

To compete for the position, Burkes said he had to write an essay describing why he wanted to be Brutus. He then had to perform a routine while wearing the 40-pound, 4-foot-high fiberglass buckeye face.

"With all the excitement of try-outs, you might say Burkes lost his head."

"I couldn't believe it when they picked me, because I dropped the costume during my routine," Burkes said. "But I just picked it up and kept going."

After Burkes became the OSU mascot in January 1974, he had to learn to dance and maneuver through crowds while wearing the giant shell.

"You'd really work up a sweat, and I only had two tiny eye-slits to see through," Burkes said. "I bumped into things a lot."

Despite the physical discomfort, Burkes said being Ohio's favorite nut was worth it.

"I can't even begin to say how much I enjoyed being Brutus," Burkes said. "The first time I went out on the field, I experienced one of the warmest, yet most chilling effects when I heard 80,000 people screaming, hollering and cheering. Everybody loved it," he said.

The idea for a Buckeye mascot emerged in 1965 when an OSU student and a member of Ohio Staters, Inc., thought that the Buckeyes should have some type of mascot.

## OSU Reflections

He devised a prototype, complete with a "little button-nose, immense bright smile and rabbit-furred eyebrows." The name "Brutus" was then selected during a campus-wide contest.

"It was the best Brutus they ever had," Burkes said, "because it looked like a buckeye."

While Burkes might have reason to be partial, many OSU sports fans agreed that the original Brutus Buckeye was one of the best.

But Dick Delaney, the assistant athletic director at the time, said Brutus was too bulky and awkward to accommodate.

Burkes said the controversy over Brutus' size reached a high point when athletic department officials were reluctant to send Brutus to cheer for the Buckeyes in the 1975 Rosebowl.

In fact, when efforts were made to re-design and streamline the costume for the 1975 football season, Burkes was only one of many who objected to the radical face-lift.

The new Brutus sported a vicious snarl which was described as a "damned if you do, damned if you don't" expression.

Unlike the former Brutus that required an entire van to itself when traveling, the new Brutus was smaller and more portable.

But no one was "nuts" about the change, and the complaints poured in on the new Brutus "Black-eye."

When the original Brutus was not reinstated, Burkes decided to resign as mascot.

"I told the people in the athletic department that they were crazy," Burkes said. "It was ugly, and I wouldn't wear it."

The fans also voiced their



Dara Albanese/the Lantern

Clockwise from the top left corner: Brutus with no eyebrows is from 1968; Brutus in a hat is from 1978; Brutus with the bell body is from 1981-82;

Brutus wearing the jersey is from 1981-82 also; and Brutus with the man is from 1975. This picture is comprised of photos from OSU Archives.

displeasure by literally booing the new Brutus off the field during his debut at the Penn State game in 1975.

And the OSU athletic department, which was in charge of Brutus' fate, received hundreds of letters and phone calls from those upset with the mascot's cosmetic surgery.

In response to the controversy, the athletic department experimented with a variety of looks for Brutus, hoping to find one that was smaller, lighter and as attractive as the original.

In 1981, the costume headpiece

was complemented by a floppy body suit with a collar of buckeye leaves. But even then, some complained the style had a "decidedly feminine look."

Today's Brutus, which was developed in 1982, has a "unisex appearance" designed to be "suitable for both males and females."

The new costume captured Brutus' irresistible facial features and gave him the mobility to do somersaults, handstands and cheers.

Although Brutus has undergone many physical changes through the years, his spirit has stayed

the same.

Alan Veatch, a Columbus attorney, was Brutus Buckeye for the 1978-79 athletic season.

"Brutus is a tradition, just like the marching band and the horseshoe stadium," Veatch said, "and he's a piece of Ohio State's history."

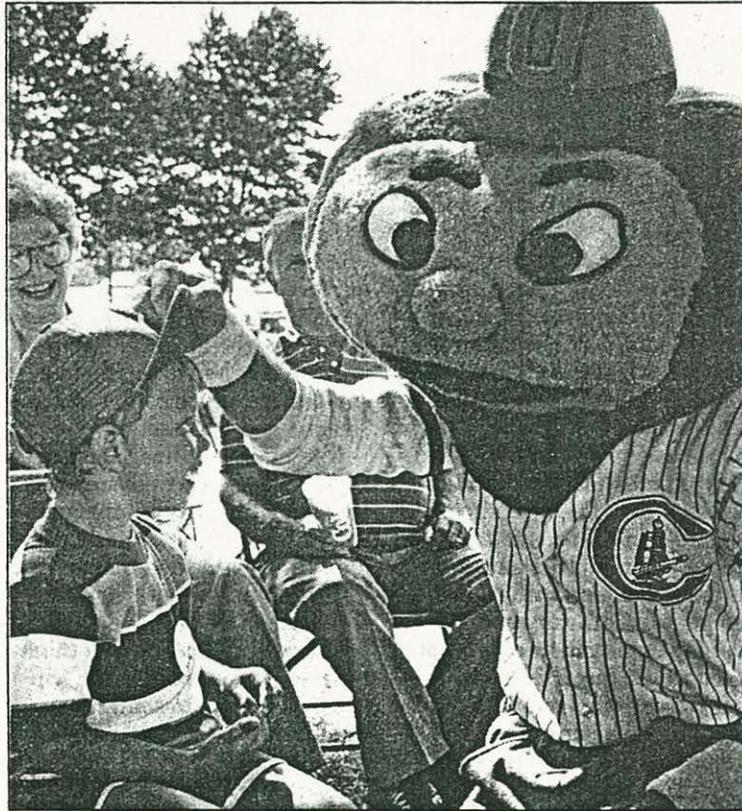


Thad A. Welch/the Lantern

## Buckeye vision

**Brutus Buckeye** adjusts his head before a women's basketball game. Kyle McQuaid, alias "Brutus," is a junior from Strongsville majoring in advertising. McQuaid said he was surprised at

the size of the crowds at the women's basketball games this season. "The support for the women's team is great this year ... and a lot of fun to work with," he said.



Returning for a second year as **Brutus Buckeye** will be Kyle McQuaid of Strongsville. Brutus was a real hit with four-year-old Richard Wilson of Columbus this summer during "Ohio State night" at a Columbus Clippers baseball game.

Lloyd Lemmermann

## HOMECOMING 1988

# Brutus continues with homecoming traditions

By Barbara L. Bohmer  
Oasis staff writer

It all started with a friendly dare by a roommate. Now, for the second year in a row, this OSU student has a job that only one person each year is given the honor of doing — being **Brutus Buckeye**.

Kyle McQuaid, a senior from Strongsville, said he tried out for the mascot position for another reason as well.

"I've always seen him on the field and I thought he needed some umph," McQuaid said. "I thought it would be neat to boost his image up a little so I tried out."

This year, Brutus will once again appear in many homecoming activities, including the parade, pep rally and of course the game.

The 6-foot-5 advertising major spent last year's football and basketball seasons working hard to improve Brutus' stature.

During the week, McQuaid spends at least 15-20 hours on "Brutus activities." These include several practices with the cheerleaders, personal appearances all over Ohio, pregames, tailgates and the games on Saturday.

He said while wearing his costume for 4-7 hours on a typical game day, he can lose anywhere from 5-10 pounds. "I have a horrendous appetite," he said.

The present Brutus head, created in 1978, weighs only 20 pounds and is made of foam rubber. From the beginning of the mascots days in 1965 until 1977, the head was about six feet around and made out of a hard shell-like material.

"It was very visable, but hard to transport," McQuaid said. "That's why we went to the present Brutus style."

McQuaid said every Brutus has developed a tradition that makes them different from the last. His are the costumes and flags that poke good-natured fun at the opposing teams

'Campus is going through so many changes, it's nice for people to come back and see the traditions they remember — the horse shoe stadium, the all-brass band and Brutus.'

— Kyle McQuaid

Before football season started this year, McQuaid went to a training camp with the cheerleaders. However, he spent the week at Eastern Tennessee working with chickens, dogs and over-sized pieces of fruit — at mascot camp.

"I am definately the only 'nut' in the NCAA college ranks!" said McQuaid, who's been called everything from nuthead to E.T. while in costume.

McQuaid said 55 mascots spent a week together learning techniques of walking, over-exaggerating motions and what not to do.

"We were taught that whatever we do must be in good interest to the university we represent," he said. "We have to always stay in character."

Although McQuaid enjoyed camp most of the time, the best part was when all of the mascots dressed up in their costumes and went to the movie "Roger Rabbit" at a nearby movie theater.

"The other people in the theater said they had more fun watching us than the movie," he said.

However, the task of Brutus is not all play — there is work involved too.

that he brings out during the third quarter of each game.

The Flag Lady Flag Store, 4402 Indianola Ave., donates a theme flag for Brutus each week. All of the flags from McQuaid's two-year reign will be auctioned off at the end of the year. The money will go towards cheerleading scholarships.

Judy Bunting, an OSU cheerleader coach, said each Brutus is unique.

"Each Brutus does his or her thing with what they want to do with the character," she said.

Another interesting aspect of this year's Brutus is he is very modest about being the mascot.

"Brutus is part of the university, part of tradition," Bunting said. "It's not important who's under the head, it's important that he represents the university. Kyle really believes in this."

McQuaid said that Brutus is like "a walking Ohio State University."

"Campus is going through so many changes, it's nice for people to come back and see the traditions they remember — the horseshoe stadium, the all-brass band and Brutus."



Courtesy Brutus Buckeye

Brutus Buckeye, also known as Kyle McQuaid, poses with two admirers. This homecoming Brutus will appear in many activities including the parade, pep rally and the game against Purdue.

## High Fivin' With Brutus



Kristin M. Wade/the Lantern

Bruce Kottman, an Ohio State Alumnus from the class of 1977, watches his son Levi Kottman, 6, give Brutus Buckeye a high five during the Ohio State game against Wisconsin Saturday. The

Buckeyes defeated the Badgers 34-12. For game stories see today's sports section pages 12, 13, 15, 16 and 17.

## A stiff breeze, and Brutus may be waving adios

Kyle McQuaid will have his hands full when he hits the field for the last time in Ohio Stadium on Saturday.

McQuaid's alter ego, **Brutus Buckeye**, will carry a new Block O flag — all 12-feet-by-18-feet of scarlet and gray splendor — when he leads the Ohio State contingent onto the field.

The flying colors are a gift to the cheerleaders from Mary Eckert, owner of The Flag Lady's Flag Store at 4392 Indianola Ave. Brutus will carry it on an 18-foot aluminum pole.

Eckert said her goal was to make the biggest flag in the Big Ten, bigger than flag-waving rivals Illinois and Iowa.

"We tried to find out the dimensions of those flags, but the schools wouldn't tell us," the Flag Lady said. "So we just went ahead and added some extra yardage."

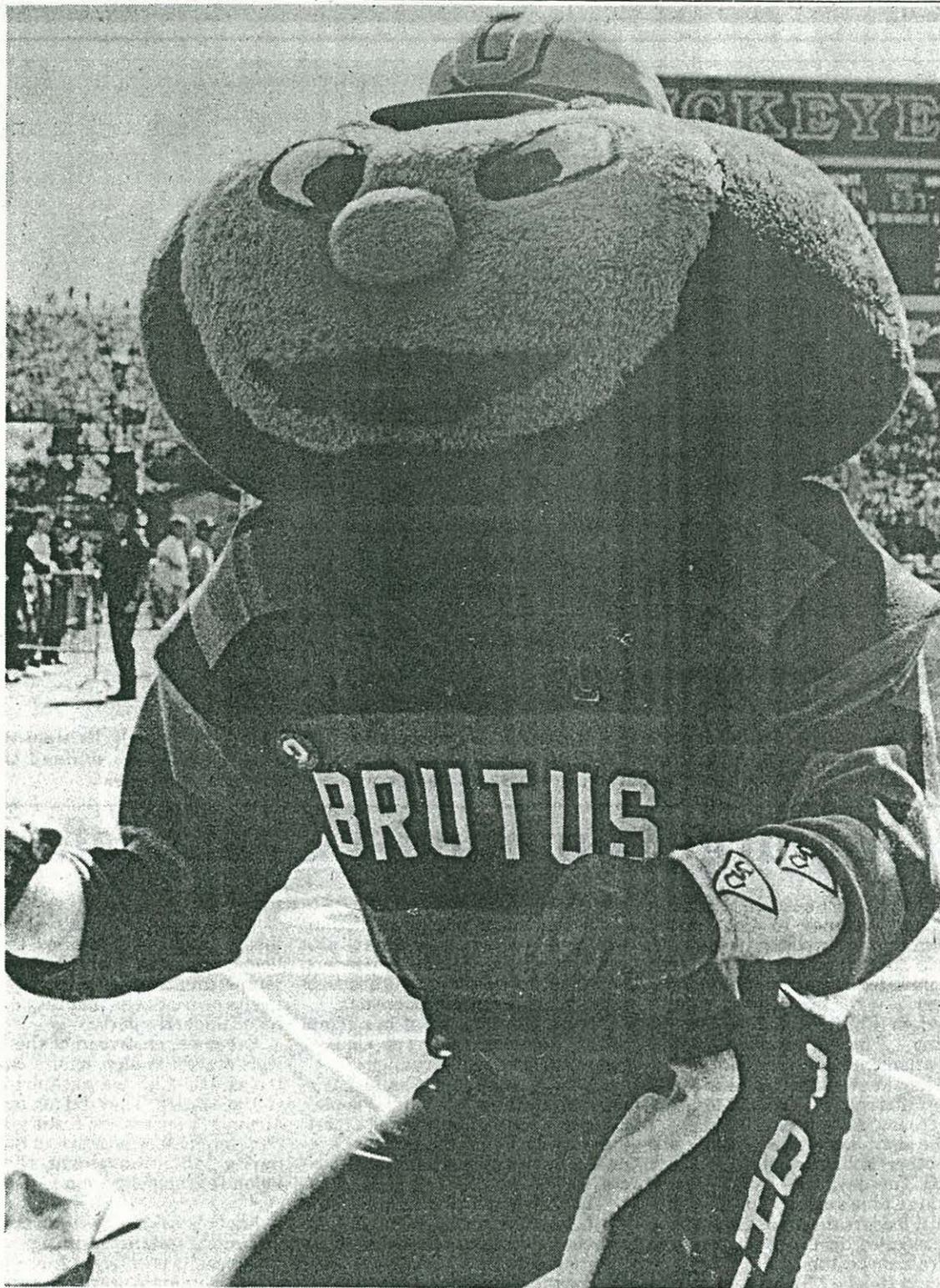
The 6-foot-4 McQuaid thinks he can carry it off.

He better hope the wind doesn't kick up.



Dispatch photo by Tim Revell

**Brutus Buckeye with new Block O flag**



Michael Alwood/the Lantern

## Brutus controversy cleared

**Brutus Buckeye**, the OSU mascot, is not to be confused with B.R.U.T.U.S. the telephone scheduling voice. As far as anyone knows, Brutus never speaks to anyone, but he helps to lead the crowd in cheers at the games.



Judy Panek/the Lantern

## A Big Buckeye Boo

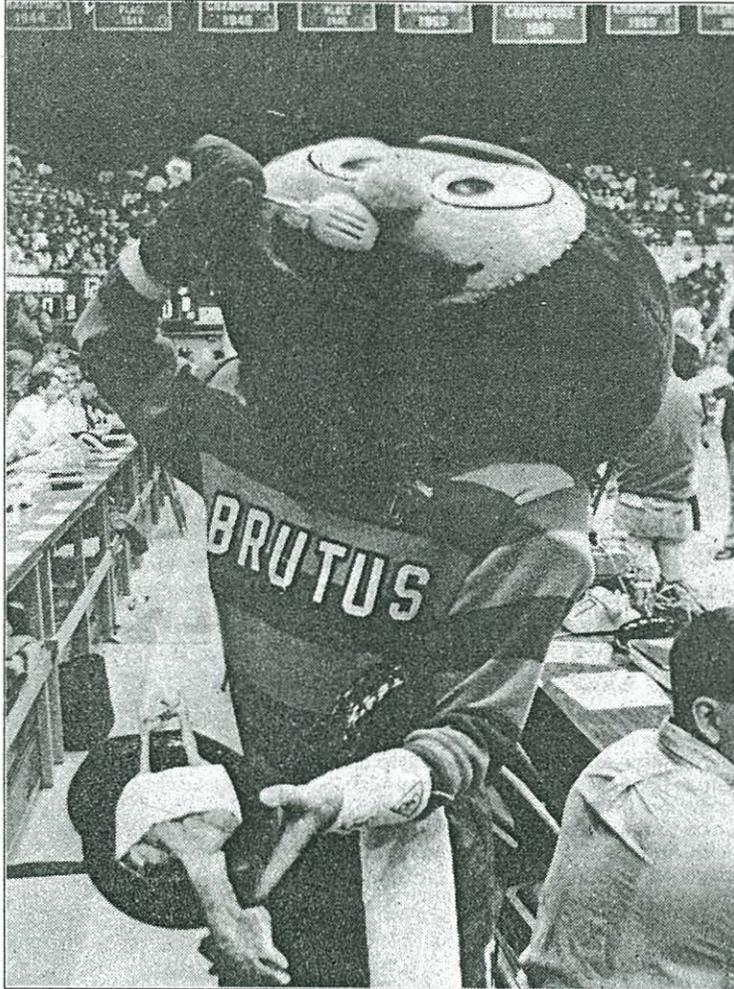
Brutus Buckeye dresses as a ghost during the Michigan State game and "haunts" Ohio Stadium.



Michael Alwood/the Lantern

## Broiled Buckeye

OSU mascot Brutus Buckeye takes a few moments to catch some rays at the Hall of Fame Bowl in Tampa, Fla., on New Year's Day. Game summary on page 8. More photos on the Back Page.



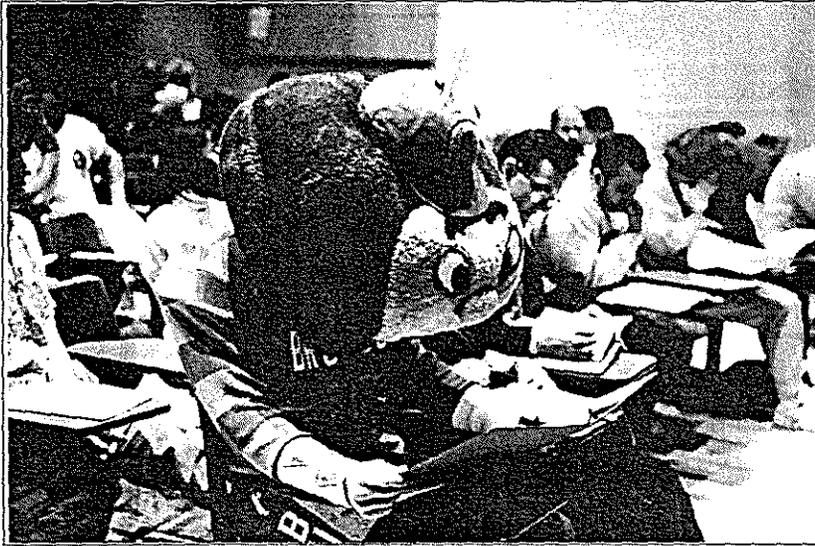
Shawn McAllister/the Lantern

## Brutus Stewed Us

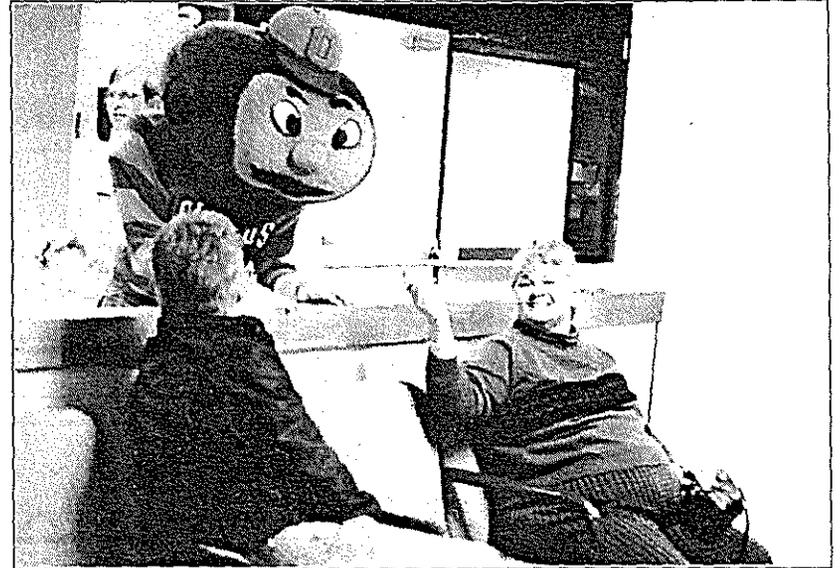
**Brutus Buckeye** stirs up a little Hawkeye stew before the men's basketball game against Iowa. Ohio State won 85-81. See related story on page 8.

# SOMETIMES YOU FEEL LIKE A NUT... SOMETIMES YOU DON'T

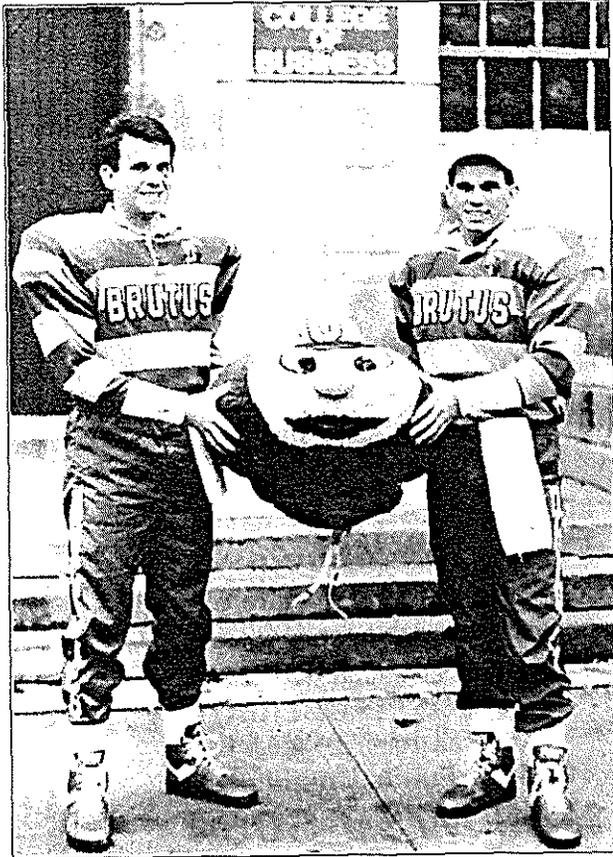
Story & Photos  
By  
Beth McGonigal



Brutus invades a classroom, but somehow he just doesn't seem to blend in with the rest of the students.



Brutus volunteers at University Hospitals to cheer up patients and their relatives. Pictured here are David Brown, from Cincinnati, and Cynthia Hughes, from Barnsville, who were waiting to visit their father.



The faces behind Brutus- Bart Suver and Doug Congrove have split the role since Fall quarter of 1990.



There's never a boring moment during a timeout when Brutus takes the court.

# BACK PAGE



He's here, he's there, he seems to be everywhere. Whenever one conjures up images of Ohio State, Brutus Buckeye, the official mascot of the university, is usually among those images.

Despite what one may think, Ohio State does not have one single Brutus anymore, but two. They are Doug Congrove, 21, a senior from Jackson majoring in business and Bart Suver, 22, a graduating senior from Springfield also majoring in business.

They were chosen for the role in 1990, the first year they decided to have two Brutus Buckeyes. They split a demanding schedule of athletic events, ceremonial activities and volunteer work. Suver said he could not imagine one person doing the job.

Both agreed that getting used to wearing the huge head was the toughest part about the role of Brutus because of its size, limited visibility and heat.

"We lose about eight pounds every time we do a football game," Suver said.

A lot of heat is released from the head and wearing the Brutus face traps and elevates it, he explained. The worst part is that the Brutus head, made like a pillow, soaks up all the sweat, leaving a bad odor in the bulbous headgear, he said.

"Doug's is the worst," Suver said. "We tried everything to get that thing to stop smelling!"

They tried everything from disinfectants to Carpet Fresh to make the stench bearable, he said.

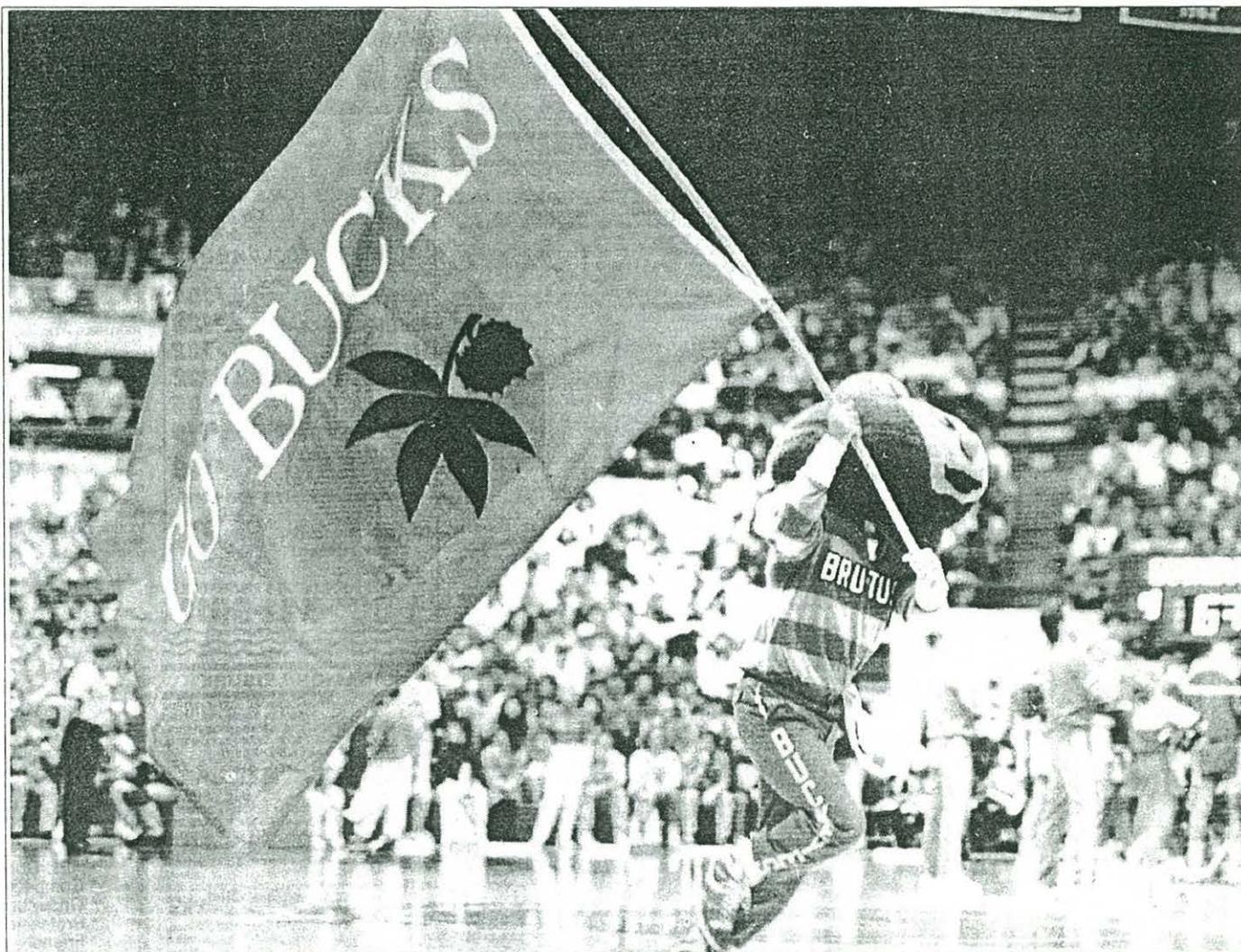
"I almost gagged when I first tried it on," Suver said.

The men said they can only see through the mouth of the Brutus head. It was strange for them to get used to not being able to see what is below or to the side of them, they said.

They are encouraged not to talk to anyone while wearing the Brutus suit, nor are they to make appearances without wearing the head of the costume, Congrove said.

The Brutus character has changed drastically since its first design in the sixties, which was a big buckeye head that went down to the wearer's knees, Suver said. The only things they could move were the eyebrows, he added.

"No one liked it," Suver said. "People used to boo it and throw things at it."



# Brutus Buckeye, recognized nut at Ohio State

By Gregory J. Lestini  
and Anna Glenn

First Down writers

He's not allowed to speak but he has just as much spirit as anyone at Ohio State. Brutus Buckeye is one of the most recognized mascots in the country and his large, brown head adorns signs, sweatshirts, and knickknacks across the state and across the nation.

This year's Brutus costume is actually occupied by two people: Senior Mario Nedelkoski and Sophomore Jamie Cleverley. According to Judy Bunting, the 1996 OSU cheerleading advisor, every year, three to 12 people try out for the honor of being Brutus in the upcoming football season.

"It's a fun job," Cleverley said. "We act crazy, leading cheers, traveling around the stadium, and messing around with the other mascots."

According to Cleverley, both himself and Nedelkoski both take a half during home games. During away games only one Brutus travels with the team. But he said they both traveled to the Notre Dame game.

Brutus Buckeye is considered a member of the cheerleading squad and must train with the group three to four hours every week, said Bunting. Also, Bunting said the people who play Brutus at the athletic match-ups and other special events condition every week with a program that concentrates on running.

Cleverley agrees the training regime includes running, but he said a lot of what they do is up to them.

In addition, the Brutus' must attend a cheering camp in Milwaukee during the month of August.

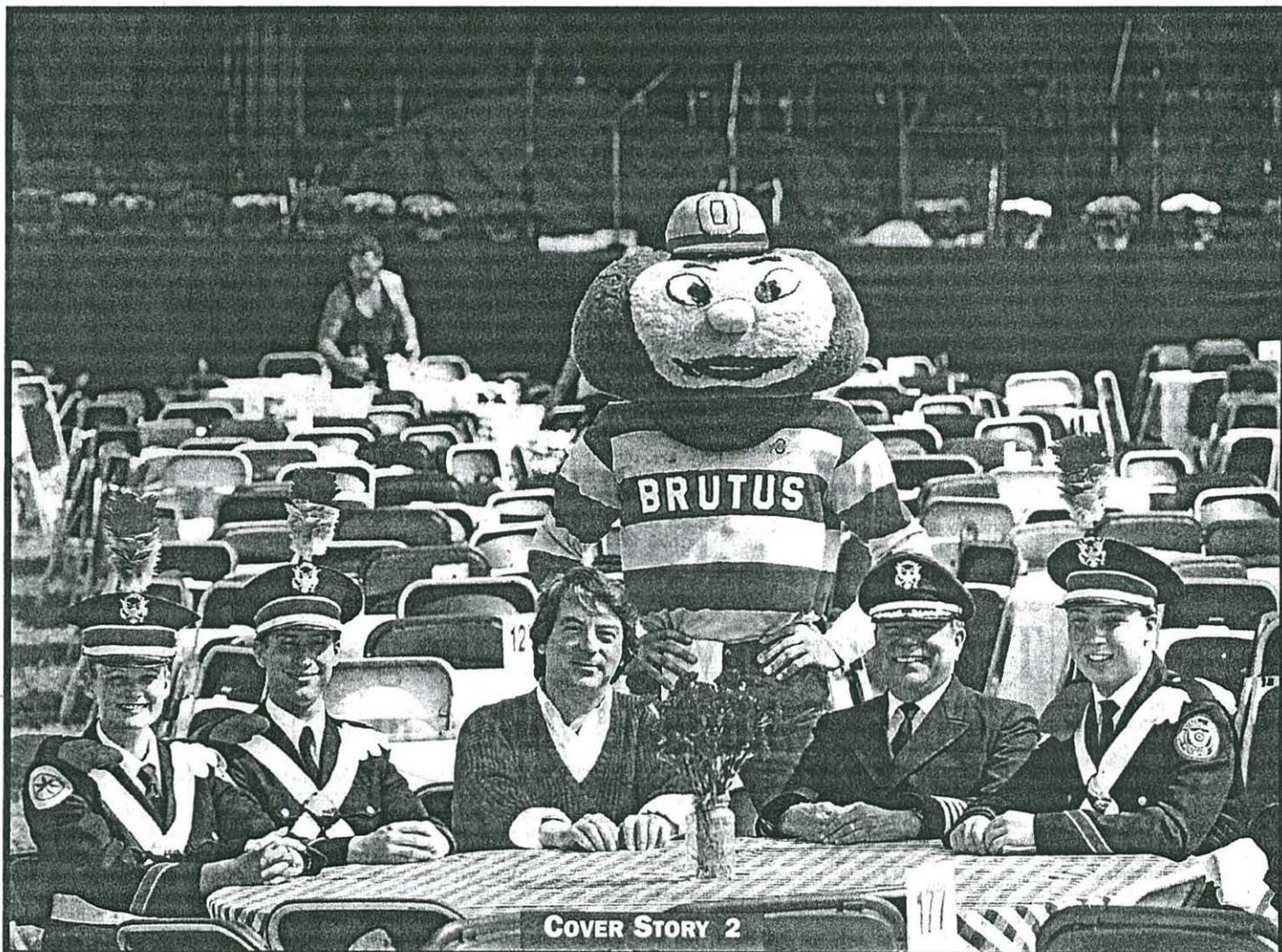
Much like the cheerleading squad, Brutus must attend various special activities throughout the year. Bunting said Brutus attends basketball, ice hockey, and football games. He also must make appearances at elementary schools, and attend charity and corporate events every year. The mascots receive approximately \$900 off their spring tuition for attending these various events.

Brutus is required never to talk and to never take off the head off the costume in public. Cleverley, who is majoring in business marketing, said fans, especially children, will do anything to try and take the head off.

"Fans get excited, banging our heads together, but it always seems to say on," he said.

Brutus, a time honored tradition at OSU, is the only mascot in the country that is a nut. Nut or not, Brutus brings spirit to the OSU campus and its countless athletic events.

# WEEKENDER



COVER STORY 2

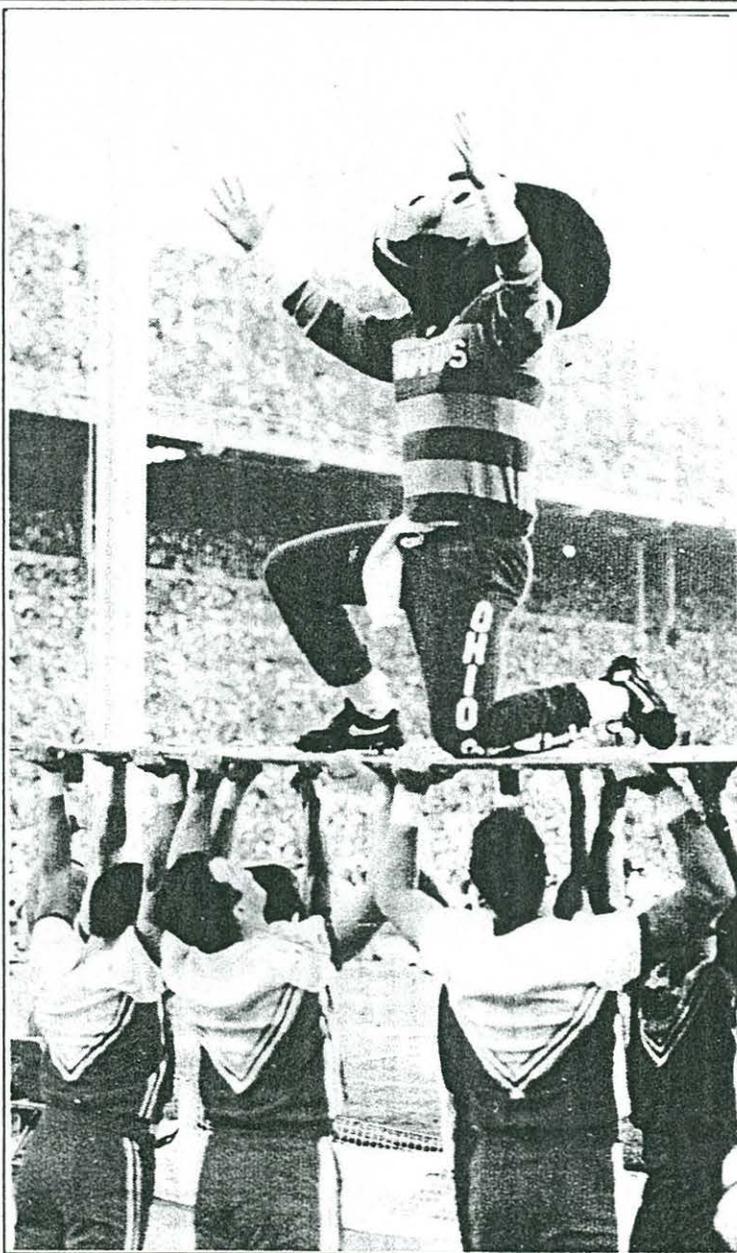
Jamie Sabau/Dispatch

The Columbus Symphony Orchestra's Picnic With the Pops finale will involve a host of participants, including, from left, OSU Marching Band members Angela Sparks and

Aaron Myers; Symphony Music Director Alessandro Siciliani; Brutus Buckeye; OSU Marching Band Director Jon R. Woods; and band member J.C. Benton.

## Strike up the band

*The Buckeyes will go marching in to Picnic With the Pops finale*



Damian Kapral/the Lantern

## High hopes

OSU cheerleaders hoisted Brutus Buckeye aloft to heighten spectator enthusiasm during the second quarter of the Ohio State-Indiana game.

## **Brutus Buckeye says goodbye**



*By Lloyd Lemmermann*

**VETERAN BRUTUS BUCKEYE** Benjamin Rader of Hilliard proudly wears his number one last time during commencement ceremonies June 10 in Ohio Stadium. Rader, who earned a bachelor's degree in education, was the Buckeye mascot for two years. He was among 4,380 who participated in the traditional ceremony.

## Strike a pose



By Jo McCulty

**TAKING AN OPPORTUNITY** to get a picture with the only two-time Heisman Trophy winner, Ajay Seth, research associate for surgery, center, mimics the famous statue with Archie Griffin, right, and Brutus Buckeye Sept. 15 at a University Staff Advisory Committee pep rally before the Washington game. For more on OSU football traditions, see 'Echoes Across the Oval,' page 3.

# Weekend sets excitement for Columbus



**Lauren Freedman**/the Lantern  
Brutus Buckeye welcomes Michael Susa, 6 mos., to the Woody Hayes look-a-like contest at New Market mall on Sept. 24.

# Being Brutus is not all fun and Buckeye games

**By Tiffany Volpe**  
Lantern staff writer

Brutus Buckeye has been the school mascot for 30 years of laughter, smiles and tradition.

The mascot, who has been leading cheers at OSU since 1965, appears at football games, home basketball games, major women's volleyball matches and some hockey games in addition to cheering up children in hospitals and performing at other functions in the community, said current Brutus Mike Braun, a senior from New York.

Since 1990, Brutus has been played by two students because the busy schedule of games, functions and appearances became too hectic for one person.

"It's a rush I wish I could bottle up," said the other current Brutus Mario Nedelkoski, a junior from Cleveland.

"There's an anxiety you get before the game. I wouldn't call it being nervous," Braun said.

But when Braun, a welding-engineering major, puts the head on, he becomes immersed into the character and the anxiety of being on center stage goes away, he said.

"I just like making people laugh," Braun said.

They said they auditioned because they wanted to be a part of the tradition at Ohio State.

Braun said he enjoys interacting with the children who are fascinated by Brutus. Little ones who can barely talk try to say Brutus, and many ask for autographs, pictures and hugs, he said.

But being Brutus isn't all fun and games.

The head weighs about nine pounds and is fixed to a lacrosse helmet strapped to their heads, Braun said.

Plus, it gets so hot inside Braun loses seven to 10 pounds of sweat per game.

To see, Nedelkoski and Braun look out the mouth.

Even though it is difficult to see with no peripheral vision and the head moves after they do, Nedelkoski and Braun said they have had only minor injuries from running into things.

In addition to impaired vision, Brutus can't talk, so he must communicate with gestures, said Nedelkoski, a marketing major.

Brutus was created by members of Block O. He made his first appearance Oct. 30, 1965, at the homecoming game against Minnesota, according to a December 1965 issue of *The Ohio State University Monthly*.

Back then, Brutus was a huge papier-mache nutshell that covered all but the wearer's legs, Nedelkoski said.

Because he was so big, Brutus had to be transported in the back of a station wagon, which wasn't safe because the back of the car had to be left open. Plus,



Tiffany Volpe/the Lantern

Mario Nedelkoski (left) and Mike Braun share the responsibilities of being Brutus.

the large size of the costume blocked many fans from viewing the game, said Phyllis Bailey, a former associate athletic director.

But, in 1975 the Athletic Department took control of the mascot to incorporate it into athletic functions. As a result, Brutus got more money for uniforms and traveling conditions, she said.

Nowadays, both Brutuses can go to the Rose Bowl, but only the Brutus with most seniority can go to any other bowl game, Braun said.

Brutuses are chosen in a one-day try out each spring, he said.

Prospective mascots prepare for their auditions during three days of pre-try outs in which they learn the motions to

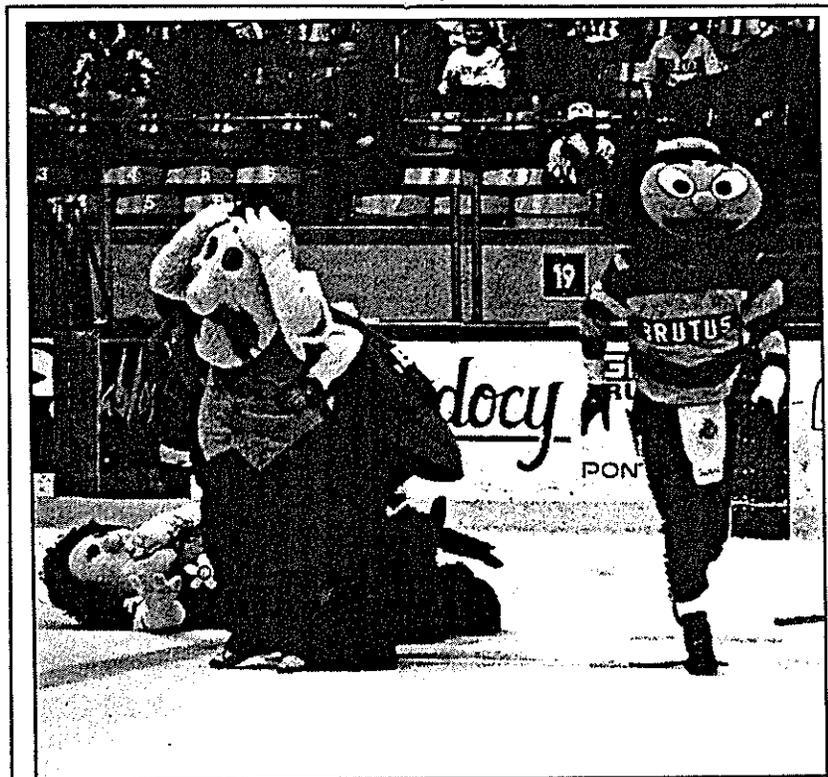
the fight song and how to move with the Brutus head, Braun said.

The candidates are then interviewed and are asked how to prioritize school, family, Brutus activities and personal activities, he said.

Potential Brutuses perform a skit with props to the song "Hang on Sloopy," and the new Brutuses are informed later that day, he said.

Nedelkoski and Braun said creativity, cheerfulness, energy and improvisation are important to becoming Brutus.

Students who want to be Brutus should bleed scarlet and gray and be born with buckeyes in their mouths, Nedelkoski said.



Marty Lerman/the Lantern

## Battlin' Brutus

After he scored Brutus began a fight during the mascot halftime show Sunday during the OSU—Miami hockey game.

# Brutus Gets His Own Food Line

## OSU-Endorsed Snack Products Ready To Hit Stores This Fall

By STEVE HELWAGEN  
Buckeye Sports Bulletin Editor

**Brutus Buckeye** is getting into the snack food business.

The Ohio State University, beginning with the 1996 football season, has lent its powerful trademarks to a line of snack foods, including potato chips, tortilla chips, salsa, barbecue sauce and root beer.

Entrepreneur Paul Kerschner of Toledo-based White Dogg, Ltd., pitched the idea for the Brutus Buckeye line of foods to Ohio State more than a year ago.

"Mr. Kerschner came to us with this idea last year," said Rick Van Brimmer, assistant director of trademark and licensing for OSU. "We've had some people do some snack food products with OSU logos before, but never anything like this, a full product line."

According to Van Brimmer, OSU has been looking for a chance to delve into the food marketplace.

"We've been searching for new and different ways to license products with the OSU trademark," he said. "The grocery business and the party business surrounding football season in this city is actually a pretty lucrative market."

"We think by putting our name on it, that puts it on another level and differentiates it from other products."

Football fans will be able to purchase the Brutus Buckeye products in the coming weeks at all major grocery chains in the central Ohio area.

"So far, we've had a very enthusiastic response from the grocery chains," Van Brimmer said.

Advance orders for the product line have already neared \$500,000. Ohio

State figures to earn \$50,000 to \$80,000 depending on how sales go this season.

To help launch the product line, OSU enlisted the help of one of its key sponsors, Coca-Cola. The soft drink giant will assist OSU in obtaining display space in area grocery stores and also with marketing the products.

"Coke gives us an even stronger presence at the retail level," Van Brimmer said.

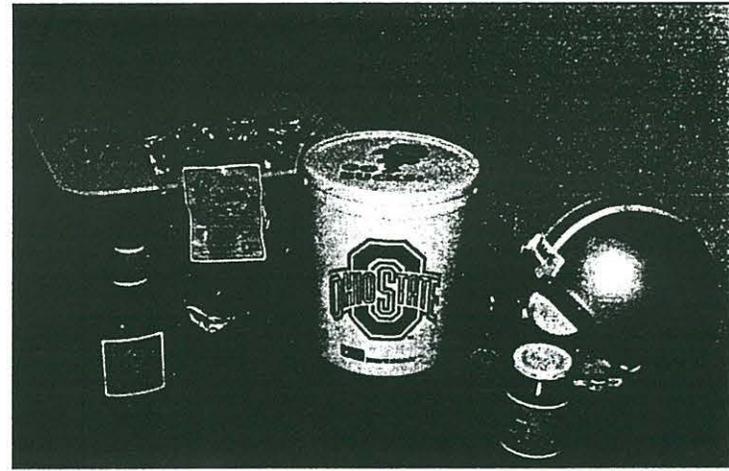
The real goal, Van Brimmer says, is to make the Brutus Buckeye snack food line a year-round staple.

"We're hoping that sales go well and that the products catch on," he said. "We have carefully selected these products. We hope people pick them as novelty products at first and then continue to buy them because of their quality."

Kerschner has been in the food business for six years, starting with a small candy operation in Lakewood, Fla. Gradually, his candy products caught on and were recognized as the official candy of the National Hockey League's Tampa Bay Lightning in 1992. Seeing a potential marketplace in college athletics, he began working with Florida State and Miami (Fla.). The current OSU project is his most ambitious push yet.

"This is the first line that has expanded this far," Kerschner said. "We've had tremendous pre-sales in the Columbus and Toledo areas. In fact, the scarlet and gray tortilla chips are selling like mad and we're having problems keeping up with demand. I'm also working on breaking into the Cleveland market very soon."

All of the Brutus Buckeye products are Ohio-made. The root beer is brewed in Columbus by Hoster Brewery, while the salsa and barbecue sauces are man-



STEVE HELWAGEN

**READY TO TAILGATE** — Ohio State University has lent its trademarks, including Brutus Buckeye, to a new line of snack food products just in time for football season. The line includes salsa, barbecue sauce, potato and tortilla chips and root beer.

ufactured in the Toledo area by The Fremont Co.

In fact, the sauces are already award winners. The barbecue sauce was recognized with the Best Taste award by the American Testing Institute in an awards ceremony at New York City's Carnegie Hall in February. It has also

won the top prize in the Toledo rib contest four years in a row. The salsa won the top prize at Toledo's "Hot Stuff on the River" earlier this year.

"We were pretty adamant about wanting good products," Van Brimmer said. "Hopefully, these will be things that stay in stores all year long."

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By Gregory J. Lestini  
and Anna Glenn  
First Down writers

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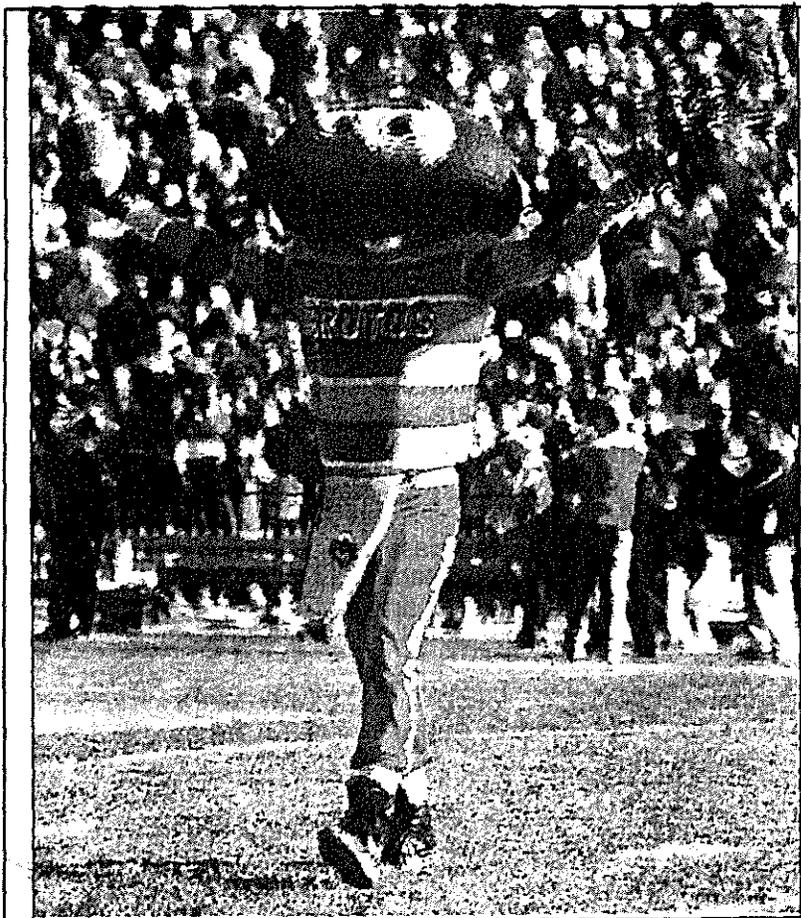
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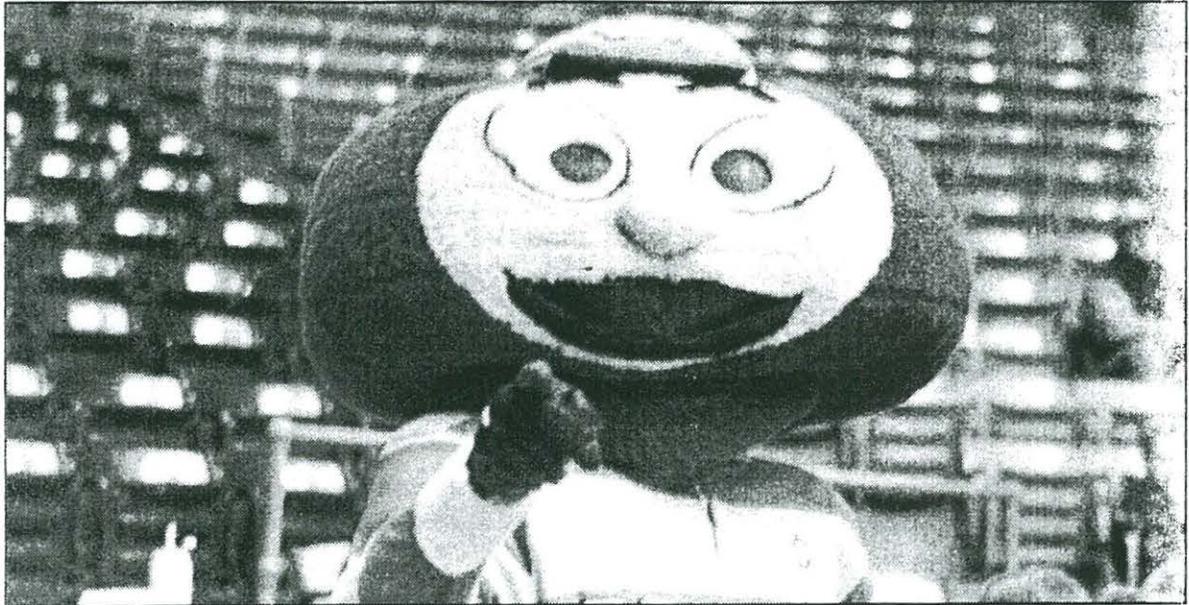
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countless athletic events. E P



David Sturman/the Lantern

## Rosy nut

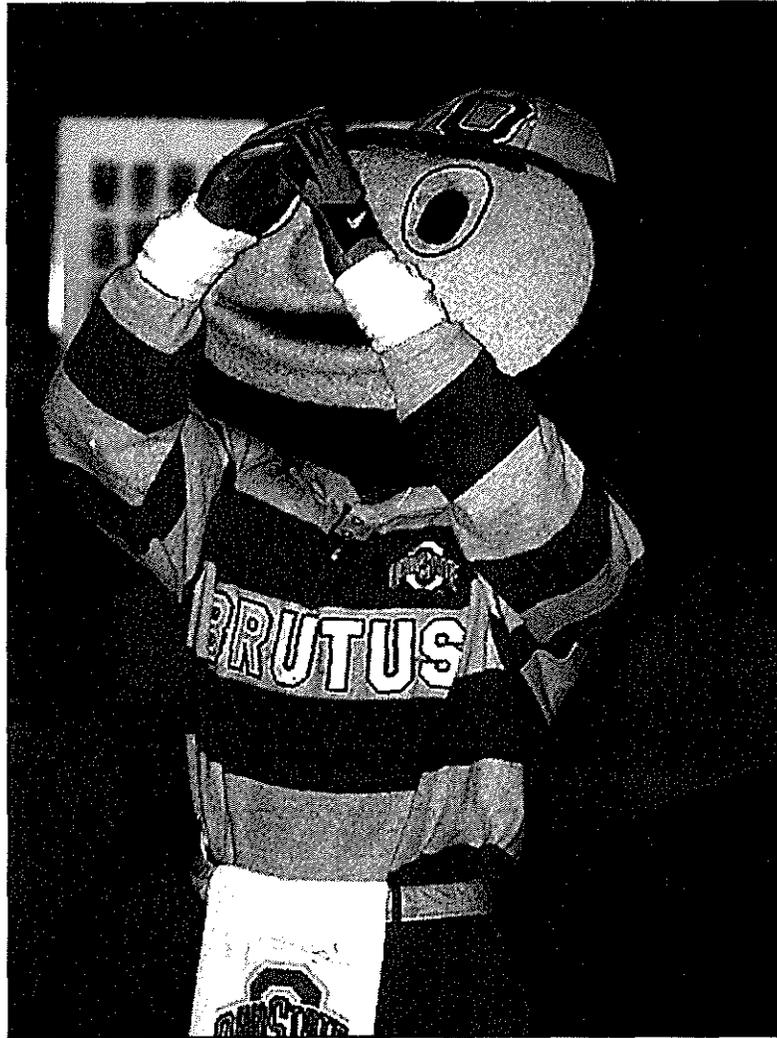
Brutus Buckeye entertains fans at Saturday's football game against Michigan in Ohio Stadium.



**Packy Moran/** the Lantern

## Nut head

Brutus Buckeye cheers on the Ohio State hockey team at the Fairgrounds Coliseum Sunday.



ANDREA MYERS/THE LANTERN

**O-H-I-O**

Brutus Buckeye takes time out of his busy schedule to teach Ohio State cheers. He made an appearance Thursday at a recruitment fair for the College of Food, Agricultural and Environmental Sciences.

# Brutus Takes Over

## Columbus' new public art project popping up through October

Cincinnati has its pigs; Cleveland its guitars. Now Columbus has its public art staple, too, and it's a far cry from the corn cob statues that popped up in 2003 to mark the state's bicentennial.

Columbus' most recognized celebrity is now enshrined throughout the city. Brutus Buckeye – beloved icon, former Mascot-of-the-Year recipient, native nut – is coming to a street corner near you.

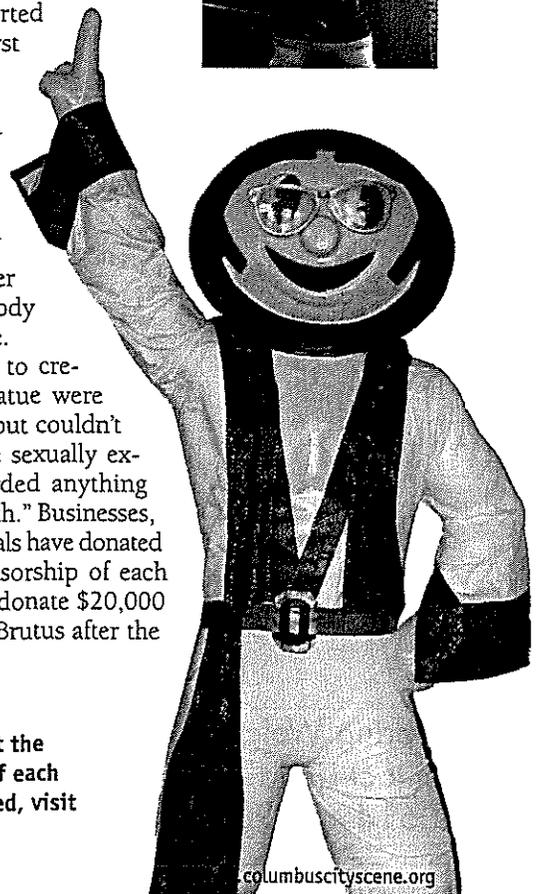
By project's end, estimated to be in October, there will be as many as 250 uniquely decorated, 7-foot-tall Brutus statues displayed throughout Columbus.

Most of the money raised from the "Brutus on Parade" initiative will go toward Ohio State's renovation of the William Oxley Thompson Memorial Library. A small portion will go toward a scholarship fund for future OSU cheerleaders.

Brutus has already started appearing sporadically, first at the Schottenstein Center and at the Experience Columbus Welcome Center, and will continue through the summer in various roles – Rock and Roll Brutus (in the likes of Elvis Presley) or Christopher Columbus Brutus or Woody Hayes Brutus, for example.

Artists who signed up to create a signature Brutus statue were given plenty of freedom, but couldn't include designs that were sexually explicit, corporate or regarded anything about "That Team Up North." Businesses, organizations and individuals have donated at least \$10,000 for sponsorship of each sculpture, and those who donate \$20,000 will be able to keep their Brutus after the display's run. **CS**

For more information about the project, including photos of each sculpture as they are erected, visit [www.brutusonparade.com](http://www.brutusonparade.com).



# Origin of Brutus



Prior to 1965, Ohio State had no mascot. It was that year Ohio State students took matters into their own hands and launched an effort to create a mascot for the school. Some of the earliest documentation of the initiative is in the archival meeting minutes from Ohio Staters, Incorporated (Staters), a long-standing student service organization that is still existence at Ohio State today.

In October of 1965, students Ray Bourhis and Sally (Huber) Lanyon began to build a papier-mâché mascot. The construction reportedly took place at the Pi Beta Phi sorority house in the off-campus area, and there is documentation that Stater's allocated \$50 to the construction expenses in mid-October.

The mascot, without an official name at the time, made its debut by walking down the entrance ramp at Ohio Stadium on October 30, 1965, at Ohio State's Homecoming football game against Minnesota.

Shortly after this premiere, Staters hosted a contest to identify a name for the mascot, which ultimately was announced as Brutus Buckeye.

Because the papier-mâché Brutus was not durable for Ohio weather conditions, Stater's voted to allocate \$200 to support the creation of the fiberglass mascot in order to make it more sustainable.

At the conclusion of the 1965 football season, management of Brutus was turned over to Block "O," another Ohio State student organization dedicated to promoting and enhancing school spirit and pride; the organization is also still in existence today.

Block "O" managed the mascot until 1974, when, after a Big Ten Championship season and an impending trip to the Rose Bowl game in Pasadena, Brutus was not originally scheduled to make an appearance in California. In the end, Ohio State's Athletics department made the decision to send Brutus to the Rose Bowl, and Ohio State's spirit organization took control of the mascot, where he has been lovingly cared for ever since.

Names of students who played Brutus, by grad year  
 Compiled by Office of Student Life staff, 2015

First Name	Last Name	Group Owner	Grad Year
Michael	Caporal	Michael Caporal	1968
Alan	Kundtz	Alan Kundtz	1970
David	Hocevar	David Hocevar	1971
Dave	Harris	Dave Harris	1971
Tim	Brown	Tim Brown	1971
Jack	Tamburello	Jack Tamburello	1973
Gary	Lord	Gary Lord	1974
Lester	Cline	Les Cline	1975
Keith	Burkes	Keith Burkes	1977
Alan	Veatch	Alan Veatch	1979
Sandy Glowacki	Foreman	Sandy Glowacki Foreman	1979
Sam	Lurie	Sam Lurie	1979
Leonard	Shutzberg	Leonard Shutzberg	1982
Mary	Brown	Mary Brown	1983
Moi	Arzamendi	Moi Arzamendi	1983
Eric	Mayers	Eric Mayers	1985
W. Scott	Geyer	W. Scott Geyer	1987
Todd	McCartney	Todd McCartney	1987
Kyle	McQuaid	Kyle McQuaid	1989
Douglas	Congrove	Douglas Congrove	1992
Bart	Suver	Bart Suver	1993
Benjamin	Rader	Benjamin Rader	1994
Tim	Daly	Tim Daly	1995
Michael	Braun	Michael Braun	1996
Mario	Nedelkoski	Mario Nedelkoski	1997
Jamie	Cleverley	Jamie Cleverley	1999
Aaron	McLear	Aaron McLear	1999
Sam	Carnahan	Sam Carnahan	2000
Emily	Williams	Emily Williams	2003
Thomas	Phillips	Thomas Phillips	2004
Ty	Schlegel	Ty Schlegel	2005
Bill	Rumple	Bill Rumple	2005
Zach	Blom	Zach Blom	2005
Tyler	Fortman	Tyler Fortman	2006
Cass	Mullins	Cass Mullins	2006
Jay	Umbleby	Jay Umbleby	2007
Andrew	Peters	Andrew Peters	2008
Andrew	Aten	Andrew Aten	2009
Nick	Donadio	Nick Donadio	2009
Craig	Vild	Craig Vild	2009
Nate	Eick	Nate Eick	2010
Brian	Bunting	Brian Bunting	2010
Sean	Stazen	Sean Stazen	2011
Brian	Bolibrzuch	Brian Bolibrzuch	2011
Ian	Schmitt	Ian Schmitt	2012
Robert	Ray	Robert Ray	2012

Raymond	Sharp	Raymond Sharp	2013
Christopher	Howard	Christopher Howard	2013
Phillip	Stokey	Phillip Stokey	2014
Kevin	Pindoley	Kevin Pindoley	2014
Corey	Stewart	Corey Stewart	2014
Sudzy	Steyn	Sudzy Steyn	2015
Matthew	Stierhoff	Matthew stierhoff	2015
Jeremy	Hitchens	Jeremy Hitchens	2015
Keaton	Greeley	Keaton Greeley	2015

## **Origin of Brutus**

As one of Ohio State's most beloved and storied figures, the founding of Brutus Buckeye is a tale rich in legend and lore. Each Ohio State student, alumni, friend and fan has written their own chapter in the endless story of this amazing character, so it is fitting, upon his fiftieth birthday, that we look back and document his very beginning, which appropriately began with the hard work and dedication of Ohio State students and student organizations.

Prior to 1965, Ohio State had no mascot. It was that year Ohio State students took matters into their own hands and launched an effort to create a mascot for the school. Some of the earliest documentation of the initiative is in the archival meeting minutes from Ohio Staters, Incorporated (Staters), a long-standing student service organization that is still existence at Ohio State today.

In October of 1965, students Ray Bourhis and Sally (Huber) Lanyon began to build a papier-mâché mascot. The construction reportedly took place at the Pi Beta Phi sorority house in the off-campus area, and there is documentation that Staters allocated \$50 to the construction expenses in mid-October.

The mascot, without an official name at the time, made its debut by walking down the entrance ramp at Ohio Stadium on October 30, 1965, at Ohio State's Homecoming football game against Minnesota. Shortly after this premiere, Staters hosted a contest to identify a name for the mascot, which ultimately was announced as Brutus Buckeye.

Because the papier-mâché Brutus was not durable for Ohio weather conditions, Staters voted to allocate \$200 to support the creation of the fiberglass mascot in order to make it more sustainable.

At the conclusion of the 1965 football season, management of Brutus was turned over to Block "O," another Ohio State student organization dedicated to promoting and enhancing school spirit and pride; the organization is also still in existence today.

Block "O" managed the mascot until 1974, when, after a Big Ten Championship season and an impending trip to the Rose Bowl game in Pasadena, Brutus was not originally scheduled to make an appearance in California. In the end, Ohio State's Athletics department made the decision to send Brutus to the Rose Bowl, and Ohio State's spirit organization took control of the mascot, where he has been lovingly cared for ever since.



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By **Emily Tate**

*The Columbus Dispatch* • Thursday June 16, 2016 6:48 AM

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Brutus Buckeye will not participate in the Columbus Pride Parade and Festival this weekend.

Although the mascot was signed up to attend, the Ohio State University spirit coaches decided to pull the plug, citing heightened safety concerns after the mass shooting at a gay nightclub Sunday in Orlando that left 49 dead and 53 injured.

Outlook Ohio Magazine first reported on Ohio State's decision.

In a post on its Facebook page Wednesday, the Columbus Ohio Gay Lesbian Ally Hockey Association said the Buckeye coaching staff provided a two-sentence explanation for the change in plans.

Had Brutus attended, Columbus would have made history as the first Pride Parade to host a Big Ten and Division I mascot from a major university, according to the association.

"It's a big surprise to us," said Doug Massey, the association's president. "We're disappointed, but we understand. There's no hard feelings, no resentment."

Massey said the group had been working with Ohio State for several months to get Brutus on board. He said that on Monday, after the events in Orlando, OSU representatives grew anxious about the upcoming parade.

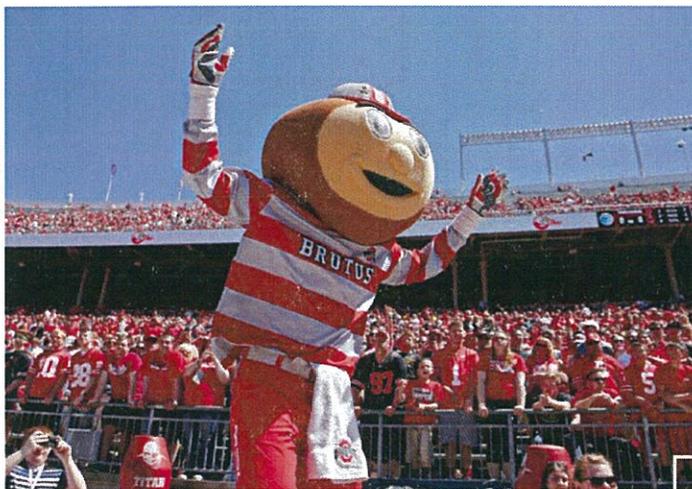
Massey said his association offered additional security for Brutus during the parade. Then, they got the email saying Brutus was out.

"Sometimes it's hard for people outside the GLBT community to understand the experience," Massey said. "We all understand the tragedy (of Orlando), but in our community, it's something there all the time."

Other mascots are participating in the parade, including Stinger of the Blue Jackets, Krash and Lou Seal of the Clippers and Crew Cat.

Following renewed safety concerns after the Orlando shooting early Sunday, Columbus Police Chief Kim Jacobs announced Monday that the city would provide "significantly more" police officers for the Pride festivities.

Karla Rothan, executive director of Stonewall Columbus, which organizes the Pride festival and parade, said



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The Ohio State University coaching staff decided to withdraw Brutus' participation in the Columbus Pride Parade and Festival due to heightened safety concerns.

Rothan also said she doesn't expect the events in Orlando to hurt attendance for the weekend activities. In fact, she said she thinks it will attract more people.

"We feel this is going to be one of the safest and biggest Prides we've had," Rothan said. "People who haven't marched in years are coming out to march in solidarity."

Neither Rothan nor Massey had heard of specific threats against Brutus.

Ben Johnson, Ohio State University spokesman, said many other Ohio State officials, including President Michael V. Drake and a group of faculty, staff, students and senior officials, still plan to participate in the Pride festivities this weekend. A statement released by the school said the spirit program "made the difficult decision to withdraw Brutus due to expressed safety concerns." The university would not elaborate further on why Brutus dropped out of the parade.

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Ohio University's Rufus the Bobcat, right, and Ohio State's Brutus Buckeye

By [Mary Mogan Edwards](#) & [Emily Tate](#)

*The Columbus Dispatch* • Thursday June 16, 2016 7:13 PM

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After a barrage of social-media posts over Ohio State University's decision to cancel Brutus Buckeye's planned appearance in this weekend's Pride Parade, OSU officials have changed their minds.

By Thursday afternoon, Brutus was back on the parade route — along with rival Rufus the Bobcat from Ohio University.

OU's LGBT Center director had announced that he'd don the Rufus costume and march in the parade after hearing that Brutus had backed out.

Criticism came in a flurry Wednesday night and early Thursday, after Ohio State said Brutus would not be at Pride as initially planned because spirit coaches, reacting to last weekend's deadly shooting inside a gay

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but shortly after Ohio University announced Rufus plans to parade, there was a change of heart. Ohio State announced that, "After additional consultation and reviews, the spirit program has decided to reinstate Brutus Buckeye" in the parade.

He'll be joined, a statement said, by "a campuswide group" of faculty, staff and senior officials, including President Michael V. Drake.

And though it all came together on June 16 — National Mascot Day — there is no word whether Brutus will be walking with Rufus.

Rufus would be delfin bautista, director of OU's LGBT Center. Bautista decided to personally don the Rufus costume for the Pride Parade because the students who typically play Rufus are away from Athens for the summer.

"In an hour, I may be asked to do cartwheels," bautista said, laughing. The decision to wear the suit after the Orlando shooting, in which 49 people were killed and 53 injured, came because bautista wants Columbus to come together as a community and honor its LGBT members.

"Yes, take precautions, yes be careful, but we can't live our lives in fear," bautista said. "Pride in Columbus takes on different meanings. We're celebrating who we are, and we're doing so without fear."

Karla Rothan, executive director of Stonewall Columbus, which organizes the Pride festival and parade, said she thinks more people will participate in this year's festivities, which run through Sunday, to show their solidarity in the wake of the Orlando shootings.

"We feel this is going to be one of the safest and biggest Prides we've had," Rothan said. "People who haven't marched in years are coming out to march."

At least one previous joint appearance by college mascots Brutus and Rufus showed something less than solidarity. During an OSU/OU football game in September 2010, the OU student wearing the Rufus suit tackled Brutus twice as Brutus led Ohio State cheerleaders onto the field before the game. Video of the sneak attack went viral and that student was forever banned from the Rufus suit.

Perhaps the other Columbus mascots appearing in the Pride Parade — the Blue Jackets' Stinger, the Crew Cat and Krash and Lou Seal of the Clippers — will help keep the peace on Saturday.

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