BUCKEYE LEAVES

The first pictures showing buckeye leaves on the football helmet were found in the 1968 Makio. That would be for the 1967 football season. There was a discussion of putting the "Buckeye Leaves" on athletic uniforms in 1950.

A Bill Hart claims to have designed the sticker for the helmets for Woody Hayes at his request. They also changed the stripe on the pants. Per Media Relations Office: 12/2002.

Article on the Buckeye Leaves in the November, 1998 issue of the alumni magazine, page 12.

More information on the use of the Buckeye Leaf by the Athletic Department can be found in the Director of Athletics files: REcord GRowp 9/e-1/5, "Buckeye Leaf: Milton Caniff: 1949-1950."
TAKEN FROM: The "Seal" Information File. Possible first use of the buckeye leaf.

X 13008 Seal

Added THE Ohio State University
Used 1914-1940
FIVE HUNDRED AND SECOND MEETING OF THE
ATHLETIC BOARD -- HELD AT THE FACULTY CLUB
SEPTEMBER 21, 1949

PRESENT

Messrs. Earl W. Anderson, Chairman; Lawrence D. Jones, Secretary;
Mark A. Fuller, Frederick C. Mackey, Ralph S. Paffenbarger,
Wendell D. Postle, John E. Shackelford, Bland L. Stradley, and
Frank R. Strong.

Ex-officio: Richard C. Larkins, Director; Floyd S. Stahl, and
Wilbur E. Snypp.

WELCOME OF FREDERICK C. MACKEY

Chairman Anderson welcomed Frederick C. Mackey, a new member of the
Board representing the Alumni.

APPRECIATION OF ANDREW J. NEMECEK

The Board agreed that a message of appreciation for his service on the
Athletic Board be sent to Dr. Andrew J. Nemecek.

SUGGESTION THAT AN EXECUTIVE COMMITTEE BE ESTABLISHED

Director Larkins stated that at several times during the Summer Quarter
it would have been beneficial to have had a Committee of Board
members who were in the city to consult. The Board agreed to discuss
the matter in the Spring.

TELEVISION

Mr. Snypp outlined the steps that had been taken to televise the foot-
ball games:

WLW-C will take all five home games for the local outlet only
at $1500 per game.

WBNS will probably have this installation ready in time for three
games at $1500 per game. Six new radio booths have been built.
STADIUM ELEVATOR

Director Larkins announced that the Stadium elevator had been installed in the north-west tower. The use of the elevator was discussed. Mr. Fuller moved that, as the elevator had been installed for Athletic Department employees, press, radio, motion picture, and television equipment and personnel, its use be restricted to these groups, under the discretionary power of the Director. This was seconded by Mr. Shackelford and carried.

APPOINTMENT

Director Larkins announced that Marvin _____ to replace ________ in the Publicity Office.

APPOINTMENT OF JUNIOR BASEBALL MANAGERS

Director Larkins presented the recommendation of Coach Stahl that Alan Dale Bicknaver and Ross Farrar Smith be appointed Junior Baseball Managers for 1950.

On motion of Mr. Paffenbarger, seconded by Mr. Shackelford and passed, the recommendation was approved.

OFFER OF LOT BY MR. OSCAR L. THOMAS

Director Larkins read a letter from Oscar L. Thomas offering a lot northwest of the golf course as a site for a course manager's home. After discussion, the Plant and Field Committee was requested to inquire into the matter.

BOOSTER PUMP AT STADIUM

Director Larkins announced that the Board had authorized by a telephone vote the expenditure of $1,950 for a booster pump at the Stadium.

BUCKEYE LEAF AS A SYMBOL SUGGESTED BY MILT CANIFF

Several sketches of the use of the buckeye leaf as an athletic symbol were shown the members of the Board. It was agreed that the matter should be presented to the Varsity '0' for discussion.

TICKET SALES

Mr. Larkins announced that 6300 Faculty and 10,000 Student tickets had been sold. The only seats left for the Indiana game were in the south bleachers. The Missouri attendance would run about 65,000. All other home games and the Michigan game were now sell outs. It
Minutes
Athletic Board Meeting
held at
The University Golf Course
September 25, 1950

Present: Messrs. Frank R. Strong, Chairman; Ralph S. Paffenbarger, Secretary; Bland L. Stradley; Frederick C. Mackey; Hugh S. Jenkins; Walter E. Donham; Wendell D. Postle; Alfred B. Garrett. Ex-officio Richard C. Larkins.

New Member Representing Alumni Chairman Strong welcomed Hugh S. Jenkins, a new member of the Board representing the Alumni Association, replacing Mark A. Fuller.

Equipment Thefts
Director Larkins reported thefts from the equipment room during the summer months of uniforms, etc., valued slightly in excess of $500. He explained that the source of loss was discovered and measures have been taken to prevent further stealing.

Ohio State Emblem
Following the recommendation of Jack Fullen and Milton Caniff, an Ohio State team emblem has been prepared and is receiving favorable support for permanent adoption. From drawings prepared by Mr. Caniff of buckeyes and buckeye leaves, proposed emblems have been prepared for use on uniforms and stencils for baggage equipment, etc. This emblem is also being used in connection with the University flag now in the process of design. The University flag when adopted will be flown from the Stadium along with other conference and school flags. Dr. Postle moved and Mr. Garrett seconded the motion that the Athletic Board approve the idea and recommend the use of this emblem wherever appropriate in an athletic connection. The motion carried.

Salary Change
Director Larkins explained that Marvin Homan had been assisting Publicity Director Wilbur E. Snypp and his salary had been paid out of wages. He recommended that Mr. Homan be placed on regular contract. Mr. Garrett moved and Mr. Jenkins seconded the motion that Mr. Homan be given the title of Assistant to Director of Publicity and Athletics and that we recommend a salary of $3200 to President Bevis for trustee approval. The motion carried.

Football Schedule
Director Larkins presented the Ohio State football schedules for 1951 to 1954 inclusive. The only open date was November 5, 1954. Mr. Larkins recommended that we schedule Pittsburgh at Columbus on that date. Dr. Postle moved and Mr. Garrett seconded the motion for approval. The motion carried.

Budget Requirement
Director Larkins reported on the necessity of adding additional amounts to current budget for current needs, maintenance and material and equipment buying due to changing prices. These items dealt with press box, elevator, golf course equipment, golf course merchandise, stadium maintenance, etc. These items were referred to the Finance Committee for Board action at the October meeting.
I SUPPOSE THAT IF YOU EVER think about things like this you may have wondered, say, while shaving or powdering, why this University doesn't have a mascot or symbol like the Michigan Wolverine, the Northwestern Wildcat or the Yale Bulldog. Certainly we're as fierce as most of 'em, ain't we? Already this fall we have scratched a Panther, taloned a Hawkeye and dug up a bevy, herd or pack of Gophers. We were, however, stung by a Mustang which was more or less a horse on us, but that's beside the point.

Various segments of the student and alumni body have from time to time probed this matter only to come slinking away bewitched, boggled and bewildered by the complexity of it all. The December, 1930 issue of The MONTHLY recounts a long and raucous deliberation of a Student Senate committee on this question. It was written by Earl Wilson, '31, then a columnist for this magazine; now a moderately successful pundit out of New York for several hundred daily publications of lesser significance. He showed promise even then, for his write-up is a scream. I quote:

DISAGREEMENT OVER whether an Ohio ram, even when aroused, can be as ferocious and aggressive as a normal-tempered deer, moose or elk, has left a Student Senate committee so torn with dissension that any immediate answer to its quest for a new Ohio State symbol cannot be expected. "The name, 'Buckeye' does not indicate aggressiveness," declared Edwin L. Schoenlebe, Marysville, editor of the Lantern. The committee agreed that "Buckeye" is so distinctive and so well understood that discarding it would be folly. So they decided what they really needed was a new symbol of "Buck". Nick Mamula, Clairton, Pa., Lantern sports editor suggested that a deer be selected. Herbert W. Decker, Columbus, Varsity "O" cheerleader favored accepting a male sheep that had been offered by an Ohio farmer. "A sheep doesn't look fierce enough," complained Mamula, "what you got to have is something with antlers." Somebody on the committee who had seen a buck sheep reported that, when aged, rams have longer antler-looking horns. "Yeah, but a deer is more majestic," Mamula retorted.

Wrote MILT: "The term 'Buckeye' has quite naturally affixed itself to the Ohio State teams in all sports, to the satisfaction of everyone except those who must devise some unique, graphic identification for uniforms, equipment, flags and stationery. On the basis of the use the Canadians have made of the Maple Leaf as a symbol of their entire nation and some of their teams, the five-pointed Buckeye Leaf is suggested as a distinctive device for Ohio State. Not only is the Ohio Buckeye Tree identified with our state, but the leaf is a graceful representation of its towering strength. Already in use as a part of the Great Seal of the University, the Scarlet Leaf could be adopted for use on athletic uniforms, band equipment such as drums and could be used on flags, stationery and equipment."

His presentation grew poetic, almost:

"Strong as the tree are the sons and daughters of Ohio, who have grown under its sheltering branches, cooled by its summer shade and warmed by its wood in the hearth fires of Ohio winters. The great undergraduate and alumni bodies of the University are for the most part as native to the mother state as the tree itself. As trunks of the Buckeye tree grow straight from the rich soil of the 88 counties, so do Ohio State's men and women, everywhere affectionately termed as 'Buckeyes.'"

First visible sign of the symbol you have already seen on this page of The MONTHLY, last month and this, as drawn by Milt, himself, for us. The device is a leaf of the Ohio Buckeye (Aesculus Glabra) Tree, Scarlet in color, displayed against a background of gray, to embody the Ohio State University colors. The stem curves gracefully to the viewer's right, like the fingers of an open hand.

As Prof. Adolph E. Waller, department of Botany, and a member of the faculty committee on portraits and memorials, put it, "Many early Ohio boys grew up in a Buckeye cabin, and ate their porridge from a Buckeye bowl. Not only had they come to know the tree from frequent encounters in clearing the land, but it was used in their home and household utensils. Johnny cake was baked in the ashes of an open fireplace on Buckeye boards. The vennson trenched, the big white family bowl for mush and milk were carved from the soft wood of the Buckeye. Thus, beyond the trees of the land, the Buckeye was associated with the family circle. The five leaflets of the blade of the leaf, according to one historian, became 'an expressive symbol of a hand extended in fellowship.'"

S O O N , W E B E L I E V E, you will see the Buckeye Leaf symbol cropping out everywhere. Our magnificent Marching Band will soon be wearing
new shoulder patches on their uniforms featuring the Scarlet Leaf on a gray background. Mr. Whitcomb, director of the band, and his assistant, Jack Evans, will use the Buckeye as the theme for their Homecoming show and also are working on a Buckeye Leaf formation. Athletic Director Dick Larkins has asked Trainer Ernie Biggs about putting it on football helmets, warm up jerseys, swimmers' trunks, the sleeves of baseball uniforms, track shirts, etc.

Vice President Taylor, commissioned by the Board of Trustees to produce a new official flag has referred the working out of the design to the Committee on Portraits and Memorials, headed by University Architect Howard Dwight Smith and they are now corresponding with Mr. Caniff about incorporating the Leaf into the design. The Great Seal of the University may even be re-done to give the Leaf a more prominent place.

The matter has the enthusiastic endorsement of President Bevis who has given the "go-ahead" for universal use of the symbol.

AND SO, AFTER YEARS of inquiry and speculation, we Buckeyes will still remain Buckeyes, flora instead of fauna, but just as deadly on the playing fields as we are generally friendly in nature and demeanor. Yea, Ohio! Yea, Buckeye Tree! Yea, Aesculus Glabra! Yea, Buckeyes, one and all!

Now let's hear from you on this subject.

Cordially,

[Signature]
We are compiling a directory of American university team names. We would appreciate it if you could answer the following questions concerning your university.

University: The Ohio State University
Location: Columbus, Ohio 43210
Team Name: Buckeyes

Other forms of Team Name (e.g., Arkansas' Razorbacks also called Hogs)
"Bucks"

Year Team Name Adopted Officially: 1950, but see below.
Year University founded: 1870
Previous Team Name or Names (if any):

Significance of Team Name(s)

The Ohio Buckeye Tree is identified with our State and the buckeye leaf has been a part of our University Seal since 1871. The team name evolved from identification with the buckeye in Ohio.

Historical Background of team name

According to pioneer historians Ohio may have been known as the Buckeye State and Ohioans known as "Buckeye" as early as 1788. The buckeye tree which is native to Ohio, gave to the State the nickname of the "Buckeye State." The Indians called the buckeye, "Netuch," their name for the eye of the buck deer, because of the striking resemblance of the seed, both in color, shape, and appearance to the eye of the buck.

In 1950, Milton Caniff, artist, cartoonist, and 1930 graduate of The Ohio State University designed a University Emblem. It was to be used wherever appropriate in connection with athletics. It is used also by the band as you can see in the attached photocopies. The term "Buckeyes" for the Ohio State University teams was in use much before 1950.

It was not until October, 1953, that a law was passed which adopted the buckeye as Ohio's official tree.
THE OHIO STATE UNIVERSITY TEAM EMBLEM

The rubbing pictured below is taken from the cover of Script Ohio 1965, a yearbook of the Ohio State University Marching Band. The coloring is as follows: Background for whole emblem - gray.
Buckeye Leaf - red
Inner circle - red
Outer circle - white
Letters - white
Buckeye leaf helmet stickers date back to times when Woody Hayes was coach

By Teresa M. Regalsky
Lantern staff writer

Jim Karsatos’ helmet is covered with them. Cris Carter gets them all the time. Chris Spielman has punished a lot of people to get them.

The are buckeye leaves — stickers the size of silver dollars given each week to football players for outstanding performances in the previous weekend’s football game.

The leaves are incentive awards and merits of performance, said Chuck Heater, assistant football coach of defensive backs. After reviewing and evaluating the films, coaches present the leaves to outstanding athletes at weekly Sunday or Monday evening team meetings.

Esco Sarkkinen, assistant coach from 1946 to 1977, said he could not remember the exact date the leaves were first issued, but sports information files dated the stickers to the 1968 season.

Sarkkinen said the leaves were used then for the same reasons they are today, but the criteria of grading or assigning the number of leaves issued may have changed during those years.

Sarkkinen said although the stickers are not unique for rewards, the symbol of the buckeye leaf is unique to Ohio State. It fit in with the theme of the Buckeyes, he said.

Presentation of the leaves is a way of expressing, by the coaches, awards for achievements on every level, he said. High schools and colleges use this type of award, he said.

Sarkkinen said the stickers attracted a lot of curiosity from the press back when the tradition was begun because they had never been seen before. He added the leaves meant more to a player-coach relationship than to a team-press relationship.

Depending on the evaluations, players can receive full or partial leaves. A criteria sheet determines eligibility for the awards, Heater said.

Players can get full-leaf defensive awards for anything from interceptions and fumble recoveries to big hits, blocking a kick or sacking an opposing quarterback. Offensive players get leaves for touchdowns and outstanding runs.

Players also can get partial awards — a half, a quarter or a third of a leaf. Dan Alison, team manager, said the players with partial leaves cannot receive their partial stickers until they earn enough merits for another full leaf.

The criteria sheet for defensive awards says: “One-half leaf can be awarded to a team member for anything that happens that is not covered by the criteria sheet. This is at the discretion of the defensive staff.” Deflecting a pass is grounds for awarding a half leaf, Heater said.

A team leaf can also be presented. If coaches choose the team as a whole for outstanding game performance or effort, each player is given a leaf, Alison said.

Allison said Chris Spielman and Cris Carter received the most leaves following the Wisconsin game. Spielman, an inside linebacker, earned six defensive leaves for his outstanding tackling. Carter, a split-end, received five ¼ offensive leaves based on his big plays and a touchdown. He was also voted Player-of-the-Game.

The players with the most leaves this season are Jim Karsatos with 42; Carter, 35; Spielman, 31; and Thomas “Pepper” Johnson with 29.
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 paraphernalia, 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.
Mr. Mike Lessiter  
Name That Team  
P.O. box 624  
Brookfield, Wisconsin 53008-0624  

Dear Mr. Lessiter,

Your inquiry about The Ohio State University (OSU) nickname was just forwarded to our office from the Sports Information Office. The OSU nickname is "Buckeyes." According to historians, Ohio may have been known as the Buckeye State and Ohioans known as "Buckeyes" as early as 1788. The buckeye tree which is native to Ohio, gave the State the nickname of the "Buckeye State." The buckeye leaf has been a part of our University Seal since 1871. A law was passed in October, 1953, adopting the buckeye as Ohio's official tree.

In 1950, Milton Caniff, artist, cartoonist, and a 1930 graduate of OSU, designed a University Emblem. It features the buckeye leaf and was to be used wherever appropriate in connection with athletics. The marching band also uses the Emblem on their uniforms. The term "Buckeyes" for the OSU teams was in use much before 1950.

I hope this information will be helpful to you. If you have any questions, please feel free to contact us directly.

Sincerely yours,

(Miss) Bertha L. Ihnat
Archives Assistant
for Manuscripts
Editor's Note: The following is a recollection of the 1968 National Championship season by long-time Columbus Dispatch sports editor Paul Hornung. Hornung covered the Buckeyes for nearly 40 years, including the 1968 championship season, and is a recognized expert on Ohio State football.

Ohio State football fans were ready to be excited.

They'd read and heard much about the talent-rich 1967 freshman team of Rex Kern, Jack Tatum, John Brockington, Larry Zejina, Jim Stillwagon, Jan White, Bruce Jankowski, Leo Hayden, Ron Maciejowski, Doug Adams, Mike Sensibaugh, Tim Anderson, etc.

Many of them had checked out the rookies in an impressive 34-14 win over the Pitt freshmen in Ohio Stadium—and noted reports of their 40-14 romp at Indiana.

Now, on September 28, 1968, Buckeye followers eagerly awaited the varsity debuts of what were already being called the "Super Sophomores."

It didn't take long for the first crowd-pleasing highlight. In the late minutes of the second quarter of the season opener, with OSU leading SMU, 20-7, it was fourth and 10 on the Mustang 41.

Woody Hayes was in the process of dispatching his punter when quarterback Rex Kern waved him off, hustled his team to the line of scrimmage and called the snap signal.

"Going back to pass, I got hit almost immediately," Rex recalls. "But I pirouetted off, doing about a 360-degree turn, and started around right end. I was running for my life—and my future as an Ohio State football player. Fortunately, my teammates gave me some good blocks and we made the first down (16 yards)."

NOBODY countered Woody, the still practicing Navy Commander. Especially not a 19-year-old sophomore in his first varsity game. Then, when the daring young man vindicated himself by turning seeming disaster into triumph, the aware stadium crowd roared.

"Funny thing," Rex says, 20 years later. "Woody and I never talked about that incident afterward. He never brought it up and I sure wasn't going to."

Maybe one reason was that the Old Coach had great admiration for Kern (a feeling that was mutual and long-lasting) and it probably helped that Kern threw a TD pass three plays later to make it 26-7.

Besides, it may not have been the bold decision it seemed.

"Before the season," Rex now confides, "Woody told me that when I was on the field, I was in charge, the general. He said, 'On the field, you can have a sense of what's right and what's wrong.' The feeling in the huddle gave me the confidence to go for it. I saw it in the eyes of my teammates that we could make it."

But regardless, it gave a hint that a new excitement had come into Ohio State football.

The sophomores, a collection Woody himself hailed at the time as "unquestionably the best team we have ever recruited and perhaps the best college team ever recruited," proved "super" as advertised. An even dozen of them moved into the starting platoons and 20 lettered as the Buckeyes swept through nine opponents, captured the Big 10 championship with a 50-14 romp over Michigan and attained the ultimate, the undisputed National Championship, by mastering O.J. Simpson and his Southern Cal team, 27-16, in the Rose Bowl.

But the rookies didn't do it alone. They smoothly blended with upperclassmen from a 1967 varsity that had won its last four games—All-American tackles Dave Foley and Rufus Mayes; center John Muhlback; guard Alan Jack; fullback Jim Otis; Co-Captains Dirk Worden (56) and Dave Foley (70) helped lead OSU to a perfect 10-0 season in 1968. Worden is now in the steel business in Louisville, Ohio, while Foley entered the insurance business in Springfield after an NFL career with the New York Jets and Buffalo Bills.

Continued on next page.
Pride and Tradition
Term "Buckeye" used with sports teams almost from the beginning in the late 1800s. Ohio was the "Buckeye" state.

1930 - Student Senate Committee wanted a symbol of some kind to depict Buckeye. A deer, moose, elk, otter were all suggested when the committee was not agree upon enough.

Editor of the campus humor magazine suggested a mechanical buckeye that could be rolled down the field at any time. Animals not allowed on the field.

Committee never agreed on a symbol.

20 years later!

1949 - 1950 - Milton Caniff, cartoonist of 1930 OHS grad suggested to paint a pictorial of Buckeye leaf on flag, shirt, hat, photograph to Jack Fairen, director of Alumni Affairs reporting it was time OHS had a symbol or emblem to represent "Buckeye". In turn Mr. Fairen went to Dick Kuehne, athletic director and mentioned that the buckeye leaf had been a prominent part of the University seal since 1914. Dick Kuehne took this to the Athletic Board.

1950 - Alumni magazine article, Milton Caniff, September - The Athletic voted to accept the acorn-buckeye leaf on a gray background to be used...
1950 (cont.) - on uniform & stencils for baggage requirement. It would be stuck on a University flag to be flown from the Stadium in November.

In the November issue of the alumni magazine, Milton Chaffee's drawing of the Buckeye leaf was displayed & he pointed out that the

"Trunks of the Buckeye Tree grew straight from the rich soil of the 28 acres, as do Ohio State's men & women, everywhere affectionately termed, 'Buckeyes.'"

It was painted but the leaf curves to the viewer, height like the figure of an open hand - suggesting that Buckeyes are friendly.