Class rings regain popularity

By J. Phillip Sullivan

Class rings, an establishment symbol that declined in popularity during the late '60s and early '70s, are making a resurgence at Ohio State.

“We are selling them more than before,” said Jeanette M. Carpenter, University Bookstore clerk. “Students just seem to be more interested in having a ring from their school.”

Chuck P. McCabe, co-owner of University Jewelers, agreed. “Lots of students want some physical form of recognition for going through the University.”

MIKE M. SMITH, Long’s Bookstore supply manager, compared the increased ring sales to the resurgence of fraternities and sororities at Ohio State. “The campus climate is no longer anti-establishment,” he said.

Despite new feminine and fashionable designs for women’s rings, traditional class rings are the best sellers, the merchants agreed.

Men’s rings outsell women’s rings two to one, Smith said. “Students and parents are more affluent today than they were 30 years ago,” McCabe said.

Unlike previous years when the Senior Class Committee selected the official class ring design, many stone and style choices are available to the student.

Rings popular; cost is high

By Chris Mines

The class ring tradition is going strong at Ohio State despite high prices due to the rising price of gold, according to several area ring dealers.

OSU Bookstores and three campus area jewelers all report brisk ring sales and say they expect the trend of rising sales to continue.

Nationwide sales in 1978 during Josten’s National College Ring Week have more than tripled since the first such sale held in 1976, said Robert Matthews, Josten’s representative to OSU Bookstores.

Matthews estimated 20 percent of Ohio State students buy rings compared to a national average of 22 percent. He said some southern schools sell as much as 98 percent because tradition is important to them.

He credits better advertising and addition of new ring styles, especially for women, with increasing sales. But he said 90 percent of the men and 70 percent of the women still buy the traditional style ring.

Although sales are below what they were 10 years ago, they have been rising for about the last five years.

“If anything, the rising gold price has enhanced sales,” said Michael Smith, supply manager at Long’s Bookstore, 1908 N. High St. “People try to buy before the cost goes up again.”

At some schools, students must maintain a certain grade point average before they can buy a school ring, Matthews said.

Some students buy rings as a symbol of achievement and belonging, he said.

He cited parent pressure as an influence on ring buying.

“Mailings to students’ homes get better results than mailings to dorms,” he said. “Parents want their kids to bring home more than just a sweatshirt.”

Rene Dipner, an employee at France Jewelers, 1908 N. High St., said their gold rings range from about $105 to $142. The other dealers refused to give prices but said their rings cost “about the same as everybody else’s.”

“You have to just follow the price of gold,” Smith said.

Matthews said Ohio State ring prices are comparable to other schools.

Smith said he is selling rings for a wide range of graduation years and even gets orders for backdated rings. He said a woman from Amarillo, Texas, recently ordered a ring because she could not afford one when she graduated in the mid-60s.

Harvey Johnson, a senior from Xenia, said he would buy one for the sake of “remembering the good times and the studying.”

Carol Gscheidle, a senior from Cincinnati, said now that she is getting ready to graduate, buying a ring seems to mean more to her than it did before.
Announcing the Inaugural Offering of

The Official Ring of

The Ohio State University

“Universities grow through the creative power of imagination and the persistent influence of university sentiment and tradition.”

William Oxley Thompson
President of The Ohio State University, 1899-1925

At long last, the great traditions of Ohio State can be personally commemorated by every graduate. For the first time ever, we have taken the essences of Ohio State and distilled them into a classic icon that identifies the wearer of this symbol as an innovator, a hard worker, an achiever – an Ohio State graduate. We now present the opportunity to purchase the only ring recognized by the The Ohio State University.

Reserved exclusively for upper class students and graduates of the University.
The University's official ring is available in either the all-gold signet style or with the block "O" done in a uniquely cut Ohio State red spinel stone. The 14 karat solid yellow gold (white gold is also available) men's and women's rings are enlarged in the above photograph. 10 and 18 karat rings are identical in appearance. A two-tone ring with red spinel stone is also available.

"Oh! Come let's sing Ohio's praise, And songs to Alma Mater raise; While our hearts rebounding thrill, With joy which death alone can still. Summer's heat and Winter's cold, The seasons pass, the years will roll; Time and change will surely show How firm thy friendship O-hi-o."

The first verse from the alma mater Carmen Ohio

The official ring is engraved with the recipient's initials, degree and class year. A unique registration number is also engraved to help recover the ring if lost. Special presentation box included.

The ring is available exclusively to students who have achieved junior status or above (including graduate and professional students) and graduates of the university.

Our Official Ring is the common bond of present and future graduates. The copyrighted design will not change. Our cherished traditions of innovation, application and achieving will continue for years to come.

An interest-free monthly installment plan is available.

Please place your order by either mailing the attached Ring Application Form or calling 800-355-1145 (operator 258A).

RSVP requested by June 7, 2002.
Dear Alumni,

From that first day when you walk across the Oval at Ohio State, to that morning when you stand with fellow graduates singing Carmen Ohio, your journey to graduation was filled with great Ohio State memories along the way. It may have seemed like just a moment in time, but it was a moment that was cause for celebration and remembrance.

Graduates of Ohio State leave the campus symbolizing our best for an honorable future. They also embody the Ohio State tradition of graduating men and women of innovation, application and achievement.

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Those able to wear the ring proudly state to others, “I am a person of innovation, an achiever – a graduate of The Ohio State University.” For the graduate and their peers it holds a whole world of meaning.

Sincerely,

William E. Kirwan
President
The Ohio State University

Dan L. Heinlen
President/CEO
The Ohio State University
Alumni Association, Inc.

The ring – a world of meaning.

Each ring symbolically captures the essence of The Ohio State University with the prominent “O” standing proud, surrounded by the university’s full name and founding date.

Inside, each official ring is engraved with the recipient’s initials, degree and class year.

The ring is custom-made in your choice of 10, 14 or 18 karat solid yellow or white gold in either a signet or stone style. Additionally, the stone ring is available in a two-tone style, featuring a solid white gold top with a contrasting solid yellow gold base. The favorable pricing noted on the attached application form is guaranteed through June 7, 2002. Milestone Traditions, the ring supplier, provides an interest-free monthly installment plan.

As a special feature, each ring will bear its own registration number. This number will allow the alumni office to identify the owner, in the event that the ring is returned to the university after having been lost.

You must be satisfied with the Official Ring upon receipt, or it may be returned for a full refund or exchange. The lifetime warranty provides for free resizing and refinishing as needed.

Please act now as this is the only invitation you will receive for the Official Ring of The Ohio State University.

P.S. Over the years, a wide variety of ordinary customized class rings has been available. In most cases, little effort was made to assure that the purchaser had even attended Ohio State. Only the Official Ring of The Ohio State University makes the statement that the wearer had met the academic standards of the University.
**Ring Application Form**

**Detach & Mail To:** Official Ring of The Ohio State University  
e/o Milestone Traditions, 495 Thomas Jones Way, Suite 304, Exton, PA 19341

I wish to order (check appropriate boxes): The ring is to be produced in size:

<table>
<thead>
<tr>
<th>Women's Signet ring in:</th>
<th>Men's Signet ring in:</th>
<th>Women's Stone ring in:</th>
<th>Men's Stone ring in:</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 kt. solid gold @ $330*</td>
<td>10 kt. solid gold @ $350*</td>
<td>10 kt. solid gold @ $380*</td>
<td>10 kt. solid gold @ $400*</td>
</tr>
<tr>
<td>14 kt. solid gold @ $380*</td>
<td>14 kt. solid gold @ $400*</td>
<td>18 kt. solid gold @ $415*</td>
<td>18 kt. solid gold @ $450*</td>
</tr>
<tr>
<td>A Woman's signet ring in:</td>
<td>A Men's signet ring in:</td>
<td>A Woman's stone ring in:</td>
<td>A Men's stone ring in:</td>
</tr>
<tr>
<td>10 kt. solid gold @ $415*</td>
<td>10 kt. solid gold @ $415*</td>
<td>10 kt. solid gold @ $465*</td>
<td>10 kt. solid gold @ $695*</td>
</tr>
<tr>
<td>14 kt. solid gold @ $465*</td>
<td>14 kt. solid gold @ $505*</td>
<td>14 kt. solid gold @ $505*</td>
<td>14 kt. solid gold @ $750*</td>
</tr>
</tbody>
</table>

*Please choose: Yellow or White gold.*

**Please note:**
- A Woman's two-tone ring in:
  - 10 kt. solid gold @ $370*  
  - 14 kt. solid gold @ $420*  
  - 18 kt. solid gold @ $470*
- A Men's two-tone ring in:
  - 10 kt. solid gold @ $455*  
  - 14 kt. solid gold @ $525*  
  - 18 kt. solid gold @ $770*

*Plus $12.95 for handling and insured shipping per ring. If sales tax is applicable (see list below), please add your tax to total cost of ring order.

*For shipment to the following states, please add sales tax at the appropriate rate (state, and if any, local). Figure tax on the total of the ring and the delivery charge. The states are: AR, CO, FL, GA, IN, KS, MA, MD, ME, MI, MO, MS, NC, NE, NY, OH, OK, PA, SC, TN, TX, UT, VA, WV. Example: $770.00 + $12.95 = $782.95 x 7% = $54.85 = Tax.

This ring is to be custom crafted for (please print graduate's full name):

Print the initials, degree and class year to be engraved inside the ring, for example: KJD-BA '77. Inscription to read:

**Ring orders placed by June 7, 2002 are guaranteed the above listed prices. All orders are subject to validation of sufficient credit hours.**

The ring will be shipped in eight to ten weeks (No P.O. Boxes) to:

Name:  
Street Address:  
City:  
State:  
Zip Code:  
Phone: Day ( ) — Evenings ( ) —  
E-mail address:

---

**Interest-Free Payment Plan Information:** The total amount of payments is no more than the single full payment price. The payment plan is available to those 21 or older. Alternatively, a parent/guardian may sign for the responsibility of the payment plan. All orders are subject to credit acceptance. Should the purchaser fail to pay any portion of the payments, the entire balance shall become due immediately at the discretion of Milestone Traditions. Payment plan information is as follows:

<table>
<thead>
<tr>
<th>Women's Signet</th>
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<th>Women's Two-Tone</th>
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<tbody>
<tr>
<td>10 kt.</td>
<td>14 kt.</td>
<td>18kt.</td>
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**Down payment ($12.95 insured shipping & handling is included):**

**Number of monthly payments to follow:**

**Monthly payment amount:**

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<td>$44.29</td>
<td>$51.43</td>
<td>$58.57</td>
</tr>
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<td>$47.14</td>
<td>$54.29</td>
<td>$61.43</td>
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**Men's Signet**

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<td>18kt.</td>
</tr>
<tr>
<td>$48.68</td>
<td>$53.13</td>
<td>$81.88</td>
</tr>
<tr>
<td>$49.38</td>
<td>$53.13</td>
<td>$81.88</td>
</tr>
<tr>
<td>$51.88</td>
<td>$53.13</td>
<td>$81.88</td>
</tr>
</tbody>
</table>

I wish to pay for my order as follows:

**DOWN PAYMENT BY CHECK / INSTALLMENTS BY CREDIT CARD.** My down payment by check is enclosed, made payable to "Official Ring of The Ohio State University." Charge the credit card indicated below for the following monthly payments. I agree to pay the balance of the ring per the information provided above.

**INSTALLMENTS BY CREDIT CARD.** Charge the credit card indicated below for the down payment and the following monthly payments. I agree to pay the balance of the ring per the information provided above.

**IN FULL BY CHECK.** My check made payable to "Official Ring of The Ohio State University." For the full amount due is enclosed.

**IN FULL BY CREDIT CARD.** Charge the credit card indicated below for the full amount of my order.

Expiration Date:  
Credit Card Number:  
Signature and permanent home address for installation and/or credit card orders:

Signature:  
Street Address:  
City:  
State:  
Zip Code:  
Phone: Day ( ) — Evenings ( ) —  
E-mail address:

---

**RING SIZER INFORMATION**

1. Cut out outlined paper sizer.  
2. Silt open slot A.  
3. Roll into circle with size numbers on outside. Insert tab B through slot A.  
4. Insert finger through loop and pull tab until sizer is snug on finger.  
5. Read size indicated at slot A.

[Diagram of ring sizer]

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[For convenience, orders can be placed by telephoning weekdays from 9 a.m. to 5 p.m. Eastern Time. Call toll-free: 800-355-1145. Ask for operator 258A. www.milestonetraditions.com]
The Ohio State University Traditions of Innovation, Application and Achieving.

"The Official Ring of the Ohio State University is a symbolic link with classmates, friends, and generations of alumni. People will change, but the ring will not. The times will change, but the traditions of innovation, application and achieving will continue."

For more information, please visit

www.milestonetraditions.com/colleges/ohiost.htm
Late in December, representatives from the University ring program approached the administration to ask if the Main Library Lobby might be available for vendors to set up to show and take ring orders. Starting today at 10:00, and all week, the Main Library Lobby will host approved vendors who are showing and taking orders for the official ring of The Ohio State University. The vendors are OSU Main (Barnes and Noble), Longs (Barnes and Noble), Milestone, and Spirit Concepts. There will be a different advertisement in the Lantern every day this week promoting the activity.

We are pleased that the University thought of the Main Library as a central location and meeting place for this activity and the added promotion is appreciated.

Stop by and take a look.

Linda
The original program is in Accession 73/2007 (RG 34/a/2), "Alumni Awards: 2000-2006; Ring Ceremony: 2006; and 25th Anniversary: Student-Alumni Council: 2006."
The Official Ring
of
THE OHIO STATE UNIVERSITY
History of the Ohio State Ring

The story of the Official Ring of Ohio State University has truly just begun. Years from now, when Buckeyes start identifying each other simply from the hardware on their fingers, then the story will be complete. A new tradition will be instilled at the heart of Ohio State.

Early in 2001, administrators from both the University and the Alumni Association began discussing the possibilities of having an official school ring. While many alumni had school rings, few were alike. And you didn’t have to attend Ohio State to get one.

Ohio State, with all its strong traditions, didn’t have one built around a official ring. Meanwhile, schools like Texas A&M, Duke, and Notre Dame have grand traditions built around a small piece of jewelry. Michigan and Indiana, among others, have also moved in this direction in the recent past. At places where there are official rings, as many as three-fourths of eligible students buy and wear one. At Ohio State, not one in ten students do. And at places where school rings thrived, the rings have become identifiers between graduates and a link between students and alumni.

“In Texas, these rings are a huge deal,” said Courtney Hilliard, an Ohio State sophomore from Houston who was on Ohio State’s ring selection committee. “I know what an Aggie ring looks like from a mile away. Everyone that goes to Texas A&M wants one.”

The decision was made to move ahead with an official ring program. Alumni, faculty, staff and students like Hilliard were gathered to help with the design. “It was very important to have students involved,” said Rick VanBrimmer, Ohio State’s director of Trademark and Licensing Services. “I don’t think you can do any project like this without hearing the student voice. And we listened closely to it.” After interviewing major suppliers and reviewing their proposals, Milestone Traditions (now Balfour), was chosen to make the ring. The national ring manufacturer has been part of numerous successful official ring launches across the nation. The design was chosen over a period of several months, with the selection committee narrowing their choice to a streamlined, timeless design. “I like these rings because they are simple and make a bold statement,” Hilliard said. “When you look at them, they jump out.”

A student must achieve junior status before being eligible to buy one. And when the ring was offered to alumni, that rule still applied. The only way you can qualify to purchase the ring is to meet those strict academic standards.

The first Ring Ceremony, a hallmark of the young tradition, was held at Ohio State in 2002. At the yearly ceremony, rings are presented to those students and graduates who elected to purchase a ring.

“The Ohio State ring symbolizes the strong and permanent link between the university and our graduates,” former Ohio State president William E. Kirwan said. “It reminds us of Ohio State’s commitment to provide students with an education that will enrich their lives forever, and it represents our graduates’ special passion for their alma mater.”

Ohio State once had an official school ring program. In the 1920s, an official graduate’s ring was designed by students and faculty and approved by the Student Council. No one knows when that program died.

In past decades, you could order an Ohio State ring from countless jewelry stores. Hundreds of styles, shapes, and colors were available. “Because there were so many styles and because anyone could buy a ring, the tradition suffered,” Alumni Association President/CEO Archie Griffin said. “Now, it will signify even more to have an Ohio State ring on your finger.”
From that first day when you walk across the Oval at Ohio State, to that morning when you stand with fellow graduates singing Carmen Ohio, your journey to graduation is filled with great Ohio State memories along the way. Graduation may seem like just a moment in time, but it is a moment that is cause for celebration and remembrance.

Education is an honor. Graduates of Ohio State leave the campus symbolizing our best for an honorable future. All graduates also embody the Ohio State tradition of graduating men and women of innovation, application and achievement.

The Official Ring of The Ohio State University is a constant reminder of graduates' achievements and the tradition of our alma mater.

Our ring evokes special memories of the occasions and traditions of Ohio State – the Orton Hall chimes ringing out the hours daily, a stroll through the Oval on a clear spring day and the Marching Band performing Script Ohio to a packed crowd. The ring is a symbolic, continuous link with classmates, friends and generations of alumni.

Those able to wear the ring proudly state to others, "I am a person of innovation and an achiever." For the graduate and their peers this holds a whole world of meaning.

Sincerely,

[Signature]

Archie Griffin
President/CEO
The Ohio State University
Alumni Association, Inc.

Carmen Ohio

Oh! come let's sing Ohio's praise
And songs to Alma Mater raise;
While our hearts rebounding thrill
With joy which death alone can still.

Summer's heat or Winter's cold,
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The Ohio State University Alumni Association is the proud sponsor of the Ohio State Ring Ceremony.
Your private invitation to acquire the only ring officially recognized by The Ohio State University. We have taken the essences of Ohio State and distilled them into a classic icon that identifies the wearer of this symbol as an innovator, a hard worker, an achiever—an Ohio State graduate.

The Official Ring is reserved exclusively for juniors, seniors, graduate students, professional students and graduates of the University.
Dear Students and Parents,

From that first day when you walk across the Oval at Ohio State, to the morning when you stand with fellow graduates singing Carmen Ohio, your journey to graduation is filled with great Ohio State memories along the way. Graduation may seem like just a moment in time, but it is a moment that is cause for celebration and remembrance.

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Sincerely,

Archie Griffin
President CEO, The Ohio State Alumni Association
The Official Ring

of

The Ohio State University
Official
Ohio State University
Ring Ceremony

Program
11 a.m.
Ring Ceremony
Reception to follow

Presenters
Hannah McNamara
President, Student-Alumni Council

Archie Griffin
Sr. Vice President for Alumni Relations;
President/CEO, The Ohio State University
Alumni Association, Inc.

Dr. Javaune Adams-Gaston
Vice President, Student Life

MacGregor Obergfell and Jordan Edelheit
Homecoming King and Queen

Carmen Ohio
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Sincerely,

Archie Griffin
President/CEO

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Carmen Ohio

Oh! come let’s sing Ohio’s praise
And songs to Alma Mater raise;
While our hearts rebounding thrill
With joy which death alone can still.

Summer’s heat or Winter’s cold,
The seasons pass, the years will roll;
Time and change will surely show
How firm thy friendship—Ohio.
The Ohio State University Alumni Association is the proud sponsor of the Ohio State Ring Ceremony.
The Official Ring
of
The Ohio State University
Official
Ohio State University
Ring Ceremony

Saturday, April 11, 2015
Ohio Union
The Ohio State University

Program
11:30 a.m.
Ring Ceremony

Reception to follow

Presenters
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President, Student-Alumni Council

Archie Griffin
Sr. Vice President for Alumni Relations;
President/CEO, The Ohio State University
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Early in 2001, administrators from both the university and the Alumni Association began discussing the possibilities of having an official school ring. While many alumni had school rings, few were alike. And you didn’t have to attend Ohio State to get one.

Ohio State, with all its strong traditions, didn’t have one built around an official ring. Meanwhile, schools like Texas A&M, Duke, and Notre Dame have grand traditions built around a small piece of jewelry. Michigan and Indiana, among others, have also moved in this direction in the recent past. At places where there are official rings, as many as three-fourths of eligible students buy and wear one. And at places where school rings have thrived, the rings have become identifiers between graduates and a link between students and alumni.

“In Texas, these rings are a huge deal,” said Courtney Hilliard, an Ohio State sophomore from Houston who was on Ohio State’s ring selection committee. “I know what an Aggie ring looks like from a mile away. Everyone that goes to Texas A&M wants one.”

The decision was made to move ahead with an official ring program. Alumni, faculty, staff, and students like Hilliard were gathered to help with the design. “It was very important to have students involved,” said Rick VanBrimmer, Ohio State’s director of Trademark and Licensing Services. “I don’t think you can do any project like this without hearing the student voice. And we listened closely to it.” After interviewing major suppliers and reviewing their proposals, Milestone Traditions (now Balfour), was chosen to make the ring. The national ring manufacturer has been part of numerous successful official ring launches across the nation. The design was chosen over a period of several months, with the selection committee narrowing their choice to a streamlined, timeless design. “I like these rings because they are simple and make a bold statement,” Hillard said. “When you look at them, they just pop.”

A student must achieve junior status before being eligible to buy a ring. When the ring was offered to alumni, that rule still applied. The only way you can qualify to purchase the ring is to meet those strict academic standards.

The first Ring Ceremony, a hallmark of the young tradition, was held at Ohio State in 2002. At the annual ceremony, rings are presented to those students and graduates who elected to purchase a ring.

“The Ohio State ring symbolizes the strong and permanent link between the university and our graduates,” former Ohio State president William E. Kirwan said. “It reminds us of Ohio State’s commitment to provide students with an education that will enrich their lives forever, and it represents our graduates’ special passion for their alma mater.”

Ohio State once had an official school ring program. In the 1920s, an official graduates’ ring was designed by students and faculty and approved by the Student Council. No one knows when that program died.

In past decades, you could order an Ohio State ring from countless jewelry stores. Hundreds of styles, shapes, and colors were available. “Because there were so many styles and because anyone could buy a ring, the tradition suffered,” Alumni Association President/CEO Archie Griffin said. “Now, it will signify even more to have an Ohio State ring on your finger.”
From the first day when you walk across the Oval at Ohio State to the morning when you stand with fellow graduates singing Carmen Ohio, your journey to graduation is filled with great Ohio State memories along the way. Graduation may seem like just a moment in time, but it is a moment that is cause for celebration and remembrance.

Education is an honor. Graduates of Ohio State leave the campus symbolizing our best for an honorable future. All graduates also embody the Ohio State tradition of graduating men and women of innovation, application, and achievement.

The Official Ring of The Ohio State University is a constant reminder of graduates' achievements and the tradition of our alma mater.

Our ring evokes special memories of the occasions and traditions of Ohio State—the Orton Hall chimes ringing out the hours daily, a stroll through the Oval on a clear spring day, and the Marching Band performing Script Ohio to a packed crowd. The ring is a symbolic, continuous link with classmates, friends, and generations of alumni.

Those able to wear the ring proudly state to others, "I am a person of innovation and an achiever. I am a Buckeye." For the graduate and their peers, this holds a whole world of meaning.

Sincerely,

[Signature]

Archie Griffin
President/CEO
The Ohio State University Alumni Association, Inc.

Carmen Ohio
Oh! come let's sing Ohio's praise
And songs to Alma Mater raise;
While our hearts rebounding thrill
With joy which death alone can still.
Summer's heat or Winter's cold,
The seasons pass, the years will roll;
Time and change will surely show
How firm thy friendship—Ohio.
The Ohio State University Alumni Association is the proud sponsor of the Ohio State Ring Ceremony.