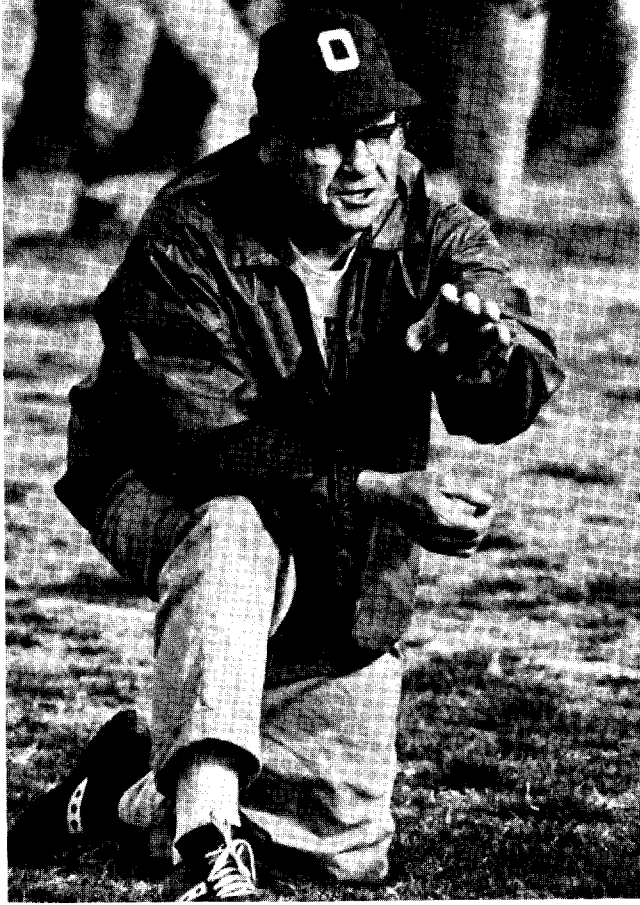


Gomer  
Jones  
1914-1971



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Gomer Jones, who joined the University's coaching staff in 1947, served as head coach and then athletic director, died March 21 in a New York City subway station. He was 57.

He had been in New York with the basketball team for the National Invitational Tournament. He, his wife, several members of the athletic staff and a number of team members were discussing where to have dinner before seeing a Broadway show when Jones slumped against Basketball Coach John McLeod and fell to the sidewalk.

Both McLeod and Sooner trainer Ken Rawlinson tried to revive him with mouth-to-mouth resuscitation and heart massage, but Jones was dead before the ambulance reached him 15 minutes later.

He had no history of heart trouble, had been dieting to control high blood pressure and had lost quite a bit of weight during the past few months on the low-calorie diet.

Funeral services were held in Norman mid-week of spring break, and a host of former coaches and players were there to pay him honor.

For those who knew Gomer only from afar, the image of the man emerged quickly in the reactions of those men who were part of the Gomer Jones era at the University. The man as coach was a readily identifiable entity. The records were there. It was the Gomer Jones—Counselor—that fewer people knew, but that was the man remembered best by those who knew him best. Those former players described him as a go-between, a father image, a friend. And with all that there was one more important ingredient summed up by New Orleans Saints coach J. D. Roberts, "I don't know anybody who played for him that didn't respect him."