

Jerry R. Lucas

Ohio State '62

Oxford Cup Roll No. 066

A dominant force in both college basketball and the NBA, Jerry R. Lucas, *Ohio State '62* has always been a consummate team player. Under Hall of Fame coach Fred Taylor at Ohio State, Lucas teamed with Hall of Famers John Havlicek and Bob Knight to produce a 78-6 record and three Big Ten Championships. Impressively, he led the Buckeyes into three straight NCAA Finals (1960-62), and the 1960 championship. In 1960 and 1961, Lucas was named the NCAA Tournament Outstanding Player. His distinctive over-the-shoulder shooting style helped him amass 1,990 college points, but he was an equally tenacious rebounder, grabbing 1,411 for his collegiate career.

Brother Lucas became the only basketball player in collegiate history to lead the nation in field goal percentage and rebounding for three years, thus becoming the only three-time recipient of the Big Ten player-of-the-year award.

During 11 NBA seasons with Cincinnati, San Francisco and New York, he was a three-time All-NBA First-Team selection. Named to seven NBA All-Star teams, Lucas was chosen MVP of the 1965 game. When traded from San Francisco to New York, he helped orchestrate the Knicks' 1973 NBA Championship.

Chosen seven times as an All-Pro during his professional basketball career, Lucas was named one of the 50 most outstanding NBA players of all time. He was chosen as one of the five most outstanding college basketball players of the 20th century by *Sports Illustrated* in its article entitled "Team of the Ages," which appeared in the November 1999 College Basketball preview issue. Lucas was inducted into The Basketball Hall of Fame in Springfield, Massachusetts, in 1979.

Not only an athlete, Brother Lucas excelled academically as well. As a young man with a very active mind, he challenged himself by inventing mental games to test his memory. At an early age, Lucas realized that being a successful student in school took knowing not only *how* to learn but also *how to retain* that learned information. He became determined to develop ways to make the learning process easy, fun and long-lasting. He graduated Phi Beta Kappa from Ohio State.

Like a farmer who plants small seeds in the soil and carefully tends them so they grow, Brother Lucas has devoted his life to cultivating ideas and methods for fun and easy memory-retention. The resulting methods are now known as The Lucas Learning System™ and have earned him the title of Doctor Memory™.