



## James William Goodfriend Jr

December 18, 1939 - December 6, 2024

GOODFRIEND, James William Jr. (Jim), born in Philadelphia, Pennsylvania on December 18th, 1939 passed away December 6th, 2024 in St. Augustine, Florida. Jim is survived by his loving wife, Rosemary (Rose); two sons, Jim (Kelly) and Michael (Donna); five grandchildren, Anne, Griffin, Christopher, Brady, Lee and two great-grandchildren; son of the late Florence and James and late brother of Frank (Fran).

Jim served in the Air Force National Guard from 1957 – 1963. He started his career as an agent with Prudential Insurance & Securities and worked his way up to become a Vice President while getting his CLU, ChFC and CFP licenses. After 42 years with Prudential, Jim retired early. Jim realized shortly after retiring that he still yearned to work due to his great work ethic and became a financial planner for 15 years.

Jim's greatest loves were Rosemary, his family and his religious beliefs. Jim and Rose grew up together on the same street and started to date when Rosemary was 15 and have been deeply in love since that day. They celebrated their 60th wedding anniversary earlier this year. There was nothing that made Jim happier than spending time with his beloved family.

Jim's interests were golf, fishing, sports and music. He was an avid (that doesn't mean good) golfer and played the piano and accordion. Jim's love of music started when he joined the band, The Velva-Tones, in the 1950s playing the accordion and played the Mummer's Parade, weddings and events. The band went on to become very successful and remained friends throughout the

years. Jim's love of piano continued on, and it was enjoyed by his family and friends as they sat by his grand piano and enjoyed him playing. He could always talk sports, stock market and politics. Jim was always either tuned into sports, playing golf or attending that day's sports event especially if it was involving his children or grandchildren.

Jim had a gift...Everyone he met became his friend. He could light up a room with his smile and always made people feel comfortable with a story or made them laugh (mostly he didn't try to be funny). Jim always left an impression, and it was always a good one.

A Memorial Mass will be held on December 17th at 11:00 a.m. at San Juan Del Rio Catholic Church, 1718 FL-13, St. Johns, FL 32259 with a reception immediately following. In lieu of flowers, memorial donations may be made in Jim's memory to Community Hospice of NE Florida.

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Those unable to attend can view the service live-streamed at, <https://iframe.dacast.com/live/2a7a09ae1c0559a83ef537e05e6a14a6/0d926f14-3fd3-923f-c556-1f0bb777106f>

# Previous Events

## Memorial Mass

DEC 17. 11:00 AM (ET)

San Juan Del Rio Catholic Church

1718 FI 13

Jacksonville, FL 32259

<https://www.sjdrparish.org/>

# Tribute Wall



“ *St. Johns Family Funeral Home created a Tribute Video in memory of James William Goodfriend Jr*



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**St. Johns Family Funeral Home** - December 11, 2024 at 08:49 PM

JL

“ *Dear Rose,*

*I am so sorry to hear of Jim's passing. I worked with him for several years as an AVP and district mgr. He was like a big brother to me. Very understanding and helpful in every way. After Prudential we talked occasionally and I enjoyed every conversation..what a good man and I'm sure will be missed very much. With deepest sympathy....*

*Joe LeRose*

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**Joe LeRose** - June 04, 2025 at 04:03 PM

CB

“ Dear Rose,  
I am so sorry to hear of Jim’s passing. I will always remember him as a kind and patient teacher—someone who truly took the time to think before answering questions about the market. He had a gift for making others feel that their curiosity was an opportunity, not a burden, and he never seemed to tire of explaining and sharing his knowledge.

I was also fortunate to work with your son, Jim, when my aunt had an account with Fifth Third. There were many times we needed his guidance, and like his father, he was always a gentleman—kind, helpful, and generous with his time.

The video tribute was incredibly touching, and I loved learning more about Jim—who knew he played the accordion! I’m so glad that you had 60 wonderful years together, filled with memories that I hope bring you comfort in the days ahead. My life is better for having known Jim and for having followed his wise advice.

With deepest sympathy,  
Carol Brown

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**Carol Brown** - February 24, 2025 at 06:00 PM

JD

“ Great Pictures and Wonderful Memories for an Amazing Friend,  
"Thanks Jimmy, for the friendship, the Love and the laughs, ...wait till they find out in heaven that you've brought a BAND with you !"  
God Bless you forever,

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**Jane DeMarino** - December 12, 2024 at 01:46 PM

DG

*What a beautiful video tribute to Jim. I had no idea as to his many talents. I will always remember him as a kind, humble man who loved his Savior. Our Bible group will miss him dearly. I'm sure Jim is already looking down from heaven at us. RIP my friend.*

**Dan Giannattasio** - December 12, 2024 at 03:49 PM

SH

*Dear Rose,  
We were sorry to hear about Jim.  
May God give you the peace and comfort you need in the days ahead.  
Your neighbors,  
Tom and Shirley Henkel*

**Shirley Henkel** - December 15, 2024 at 09:46 PM

RH

*Rose,  
Sherry and I watched the beautiful video of Jim and your family. What a wonderful tribute to him and the great memories you all must have of your special times together. Was so great to see your kids and grandkids that you have told us about in all the times we have spent together with you two. We pray for your strength and comfort now with the knowledge that Jim has gone to be with his and our Savior.  
Ron and Sherry Hollinger*

**Ron Hollinger** - December 16, 2024 at 05:08 PM



“ 52 files added to the album *Life Tributes*



**St. Johns Family Funeral Home** - December 11, 2024 at 03:31 PM