

However, four years later during space launches, the government was following, almost to the letter, the routine that Schooley had used for the coverage of the first satellite attempt.

Coordinator of satellite launching coverage was an unlikely job for a man whose first job out of college was as a timekeeper for the Missouri State Highway Department. The oldest of five children of a post office worker in Effingham, IL, Schooley had planned on a career in business after being graduated from the college of Commerce at the University of Illinois. Only two years as a timekeeper convinced him that he'd rather punch typewriter keys, and he enrolled at the Journalism School of the University of Missouri.

Embarking on his second career, Hersch landed a \$25 a week job as city editor of the Mexico, Missouri, *Ledger*. After 10 years of news reporting and looking for some excitement, he offered himself as a "sacrificial lamb" in a congressional race against Democrat Clarence Cannon, who was firmly entrenched in the middle of a 40-year hold on the seat.

When reporting the news of his own candidacy, Schooley recalls, he wrote that he was "taking a leave of absence," but his boss expressed his opinion of the move by editing the article to read that Schooley had resigned. Despite a questionable "assist" from Presidential candidate Alf Landon, including a campaign plug from the observation deck of Landon's campaign train, Hersch found himself no closer to a job as a congressman and a good deal farther from that as an editor. Twenty-five years later, Schooley eulogized the political foe, who had become his good friend, in his book *Missouri's Cannon in the House*.

The year was 1936. Jobs were hard to find, and there were a wife, a son, and a mother to support, but he was fortunate in finding a job teaching journalism at Hardin-Simmons University in Abilene, Tx.

Six years after he joined the faculty at Hardin-Simmons, a Navy procurement officer came looking for him. He was commissioned and sent to an amphibious training base at Fort Pierce, FL. His new job was an abrupt about-face from his previous careers which



Brother Schooley about 1960.

emphasized disseminating the news. His job at Ft. Pierce was to *not* publicize what the Navy was doing. He was evidently as good at not reporting as he was at reporting, for at the close of the war he was ordered to report to the Navy Department in Washington to train younger public relations officers.

The military at that time was undergoing the turmoil of the unification of the services under the Defense Department. "Real" Navy officers didn't want to have a thing to do with the move, Schooley said, so he got the good assignments they turned down during the transition period.

James Forrestal was named first Secretary of Defense. Hersch was assigned as his press aide. His work with Forrestal was terminated tragically during what Schooley called his "most difficult" assignment.

Forrestal, troubled by his job and problems at home, eluded two corpsmen assigned to guard him in his 18th-floor room at Bethesda Medical Center where he was being treated for suicidal tendencies. He leaped from his hospital room window and plunged to his death.

Schooley was roused out of bed at three a.m. by the wire services and spent the next several days at his desk coordinating the delicate job of explaining the suicide while shielding the family from revelations of their personal problems.

Hersch served as press secretary to a quick succession of Secretaries: Louis



At Schooley's "commissioning" at the Interior Dept. in 1958, are Secretary Fred Seaton, left, Schooley, and congressmen Omar Burleson and Clarence Cannon.