

Johnson; Gen. George C. Marshall, II; and Robert A Lovett, before Ike put GM executive Charles Wilson in the job, and Schooley was named Assistant Secretary of Defense for Public Relations.

Wilson, though not as embroiled in controversy as Forrestal had been, nevertheless was soon attacked by Washington columnist Drew Pearson. Pearson claimed that Wilson was lavishly entertaining his Detroit friends in his "20 bedroom, 10 bath" luxury apartment.

The morning after the story broke, while Wilson's chauffeur was driving the Secretary and Schooley to the office, Wilson remarked that he and his wife, Jesse, had been discussing the story over breakfast. Counting the half-bath, Wilson said, they figured they had three bathrooms. Then, in what seemed like a digression, Wilson remarked that a man pitching pennies can call them about 50% of the time. "And if a man can flip pennies and be right 50% of the time," he said, "and Pearson is only 30% right, then I'm not going to worry about it!"

Schooley's government service



Secretary of Defense Charles Wilson, left, with Assistant Secretary Schooley.

came to the end when JFK succeeded Ike, and the Democrats moved into Washington. His new boss at Interior, Morris Udall, wanted Republican Schooley out immediately, but

Schooley's press friends, Congressman Cannon, and even Drew Pearson rallied to his cause and persuaded Udall to keep him on a while longer.

It only took a short time, however, for Schooley to realize that he'd be better off somewhere else. He landed a job as press secretary to the new Texas senator who had replaced Lyndon Johnson, John Tower. Asked about Johnson, whose autographed picture hangs above his desk, Hersch said, "Well, he was not a heavy-weight." And how did he, as a Republican, get along with the man? In that regard, Schooley's years in Abilene served him well. "Johnson forgave most things," he said, "if you were from Texas."

In 1968, Hersch left Tower's office to take a look at the other side of politics and became manager of the Independent Banker's Association, a nationwide association of small banks. He held that job until he retired 10 years later.

In the summer of 1972, just days before their 45th wedding anniversary, Schooley's wife died of a heart attack. His sister-in-law kept the home for him until her health failed, he said, and then the next year, a chance encounter in a church pew and a shared hymnal in-



Hersch points to photos on his study wall. Photo by Bob Church.