

Comments by Commissioner James H. Quello

Salute on 30th. Anniversary of
Station WHFB, Benton Harbor,
and Jake Scherer, Sept. 29, 1977

I was delighted to be invited here tonight for the 30th. anniversary of Station WHFB and to pay tribute to an old friend and real broadcast pioneer - Jake Scherer.

Jake's anniversary with the station he first put on the air is 30 years ----the anniversary of our friendship, going back to Mich.State University is 44 years! (That also includes my wife, Mary, who was in an ROTC cavalry class with Jake in 1933 and who sends her love to you and Lucy).

We knew Jake in college as a bright, handsome student and polo player. Later, through the years, we knew him as a leader in the Michigan Association of Broadcasters.

However, I didn't know too much about Jake's early life --so, as is customary in these circumstances, I asked for some background personal tidbits on Jake's early life and career. Anyway, I jotted down a few notes on what I learned. (As a prelude to these next remarks, I should mention or warn everyone that I was told that the mood for tonight is light, happy and perhaps even irreverent).

Anyway, I was told that Jake was born at an early age. I also was told that, although Jake is handsome and distinguished today, he wasn't a particularly pretty baby. At birth, when the Doctor first saw Jake, he slapped him right in the face! Then, when his mother first saw him, she slapped the Doctor in the face! These early events had profound future social ramifications because I was told it was a picture of Jake as a baby that initiated the big movement toward planned parenthood.

I hear that in high school, Jake had some of the usual minor problems -- only unusual occurrence was that at age 16 he was punched in the nose by Dale Carnegie.

I also asked about some of his old favorite books and plays ---among them was "The Naked and The Dead"---some say he could now play both parts simultaneously. And, speaking of plays, when someone asked Jake if he knew what a Thespian was, he said "Of course, I was turned down by one last night!" (Imagine headline: "Scherer denies turn down by Thespian").

However, Jake does have an independence of values --- a unique

philosophy of life. I mentioned years ago to Jake "Be nice to people on the way up because you meet the same people on the way down". But, Jake said "You really don't meet the same people and to hell with them!"

But, we must keep in mind that Jake is a real friend -- in any emergency you know he will be right there when he needs you.

You probably know that for years Jake was a kingmaker with the Michigan Association of Broadcasters. He served on the Board ^{and} as President and is now a lifetime member of that all important past presidents club -- well known by its acronym of PP for past president. It is a matter of MAB history that when Jake graduated from the presidency -- all the Board rose and saluted "Here's to Jake -- the biggest PP of them all!"

But, enough from these sentimental notes -- and now to depart from Jake's colorful early life and career ----

I sincerely enjoy coming to Michigan and Benton Harbor for such a significant 30 year milestone in the history of a station and in the career of a man-----

As an FCC Commissioner with 30 years in broadcasting, I like to be proud of our industry, of good programming and dedicated service to the community. Jake Scherer and Station WHFB exemplify these qualities --- I am proud to have Jake as a good friend for 44 years (and thus able to get away with all I said and concocted tonight).

So to Jake -- heartfelt congratulations for 30 years of broadcast pioneering and distinguished service and best wishes for happiness and continued fulfillment in your well-earned retirement.

And, to WHFB -- congratulations on the high standards of broadcast practices and for being a credit to the broadcast profession. And, best wishes for continued distinguished service in the Banyon - Scherer tradition in the challenging years ahead.