

PAGSHIP

NEWS LETTER

"Solidarity Forever"

December, 1958

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FORMER O.R.C. MEMBER PROMOTED

A familiar face is missing from the O.R.C. this year. DR. CHARLES H. LAWSHE, Jr., has been appointed Dean of Technical Extension and Adult Education, and Director of the Summer Session, here at Purdue. He was a motivating force in the O.R.C. for 17 years, but his loss is for Purdue's greater gain.

In his new position, DR. LAWSHE has assumed responsibility for the variety of adult education activities carried on by Purdue which do not fall under the prescribed curricula of the undergraduate and graduate schools. The Division of Technical Extension includes the on-campus Technical Institutes as well as the four off-campus centers located at Hammond, Michigan City, Fort Wayne, and Indianapolis. The Division of Adult Education administers the Life Insurance Marketing Institute, the Public Safety Institute, and courses in other areas. This year the Summer Session had an enrollment of more than 4500 students.

The new Dean has a history of long and valuable association with Purdue. He was graduated from the School of Science here in 1929, and although he obtained his Master of Arts degree from the University of Michigan, he returned here to earn his Ph.D. degree. He served as the

research psychologist in the joint highway research project on the campus in 1938-39, and received his doctorate degree in 1940.

After spending two years as the Dean of the Mechanical Arts School at Evansville, DR. LAWSHE returned to Purdue as chairman of the Trade & Industrial Education section of the Division of Education and Applied Psychology. In 1944 he was appointed associate professor of psychology, and three years later attained full professorship. His numerous assignments on the campus have included research in the statistical laboratory, and for three years he has been assistant to the Dean of the Graduate School.

In September he completed his term as president of the Industrial and Business Division of the American Psychological Association, and he has been quite active in the Midwestern Psychological Association. Along with these activities he has authored numerous text books in industrial psychology and has contributed over 60 articles to professional journals. From 1949 to 1955, he was cited as the most productive applied psychologist in the country. As an example of the recognition which has been accorded him, last spring he presented a paper at the 13th International Congress of Applied Psychologists which met in Rome, Italy.

DR. LAWSHE has served as a consultant to many corporations on a wide range of management and personnel problems. He has taken part in extension activities of the University during and since World War II. As a member of the Air Training Command Advisory Board, he studied college extension programs of American Universities in the Far East. Truly, he brings a wide background of experience to his new job.

As a token of the appreciation that we in Pagsip hold for the aid and example that he has given us, DR. LAWSHE was the honored guest at a recent stag dinner. At that time he was presented with a small "trophy" by which to remember this association in the years to come - a chrome-plated miniature flipsheet stand inscribed simply

To "Doc" from Pagsip.

O.R.C. NEWS
by Jim Kuhn

DR. TIFFIN is continuing in the limelight in the field of industrial psychology. He is presently serving as president of Division 14, the Division of Industrial and Business Psychology, of the American Psychological Association.

A new book can be credited for the O.R.C. staff. DR. TIFFIN and DR. McCORMICK collaborated on the 4th edition of Industrial Psychology, a revision of DR. TIFFIN's basic text. The new book includes a great deal of information on motivation and human engineering, and brings other sections of the older edition up to date. Prentice-Hall is the publisher.

Another book is currently in the development process. DR. KING is working on a volume begun by DR. LAWSHE and DR. ELLIOTT in the area of industrial training.

DR. KEPHART is working with the Indiana State Police on visual factors in traffic safety. When an accident occurs, investigating state troopers administer a vision test and make a special report concerning the visual factors involved in the accident. DR. KEPHART is analyzing the tests and reports to determine the relationships between accidents and visual performance.

DR. McCORMICK has been appointed as a member of a group working on human factors in engineering for the Army Scientific Advisory Panel. DR. McCORMICK is concerned with the review and assessment of the human engineering program of the army, to make recommendations for its further development.

The work of the O.R.C. students and staff is continually gaining repute throughout the world. The Purdue Non-Language Personnel Test recently published by Science Research Associates is an example of O.R.C.'s contribution to psychological testing. The test of non-verbal intelligence was developed by DR. TIFFIN, ALAN GRUBER, and KAY INABA. Several validity studies are in progress in Venezuela, Cuba, Argentina, and the U.S. on this "culture-free" test.

Another recently published test is the Purdue Trade Information Test for Sheet Metal Workers, by JOSEPH TIFFIN, B.R. MODISSETTE, and W.B. GRIFFIN. The test, published early in 1958 by the Purdue Research Foundation, will be used in industry for the selection and

placement of sheet metal workers and by trade schools as a measure of achievement.

DR. TIFFIN and DR. LAWSHE have returned from another successful Personnel Testing Institute. The 25th annual program on the uses of personnel tests in industry was held from November 10th through the 14th in Chicago. Instruction is given which makes it possible for personnel men without previous training in testing methods to "test the test" using a t-test in disguise by using DR. LAWSHE's "income-tax-blank" form.

Graduate students in industrial psychology and their wives spent a very pleasant afternoon at a staff sponsored tea October 12th at DR. TIFFIN's home. The quality of the affair can be attested by the reluctance of the guests to leave.

The present census of graduate students in industrial psychology shows a total of forty-six. Fourteen are working on the Master's degree and thirty-two toward the doctorate degree.

News has been received that a former Pagsipper, RAY STOKES, has accepted the position of vice-president of Converted Rice Company, a division of Food Manufacturers Incorporated, in Houston, Texas. His former position was director of consumer research for M&M Candies in Hackettstown, New Jersey, another division of F. M. I. To continue Purdue's tradition, this position has been filled by ANDY RADKINS, a 1958 alumnus.

The Fifth Annual Seminar Series entitled "Psychology in Management" is well under way. Excellent talks have already been given by H. H. Meyer of General Electric, H. F.

Rothe of Fairbanks Morse, H. N. Cisney of S. C. Johnson and Son, E. H. Scofield of Seagrams and Sons, and E. F. Wonderlic of General Finance Corporation. The remaining seminars will present A. R. Root, of Knox Reeves Advertizing Inc., and E. R. Henry, of Standard Oil of New Jersey.

NEW PAGSIP MEMBERS by Allan Starry

Twelve new names have been added to the Pagsip roster this fall.

RONALD ASQUITH received both his B. S. and M. A. degrees from Bradley U. in Peoria, his hometown. Ron was a Technical Intelligence Officer in the Air Force, and did diagnostic work in a state hospital for one year.

CHARLES FENWICK comes from Phoenix, Ariz., but obtained his Bachelor's degree from Purdue. His most notable contributions to date have been in the field of electronics, where he has done experimentation and published some articles.

ALAN HOISMAN is a California product. He has a B.A. from U.S.C. and a M.A. from Los Angeles State. For two years Alan studied as a Training Analyst at RAND - Systems Development Corporation.

ETHAN JACKSON is a native Hoosier. He obtained his B.A. at Baylor, where he was Assistant Director of Public Relations. Ethan can honestly say that he studies all night, for he is a motel night clerk. He is also a Psych. 120 assistant.

JAMES KUHN, a Chicagoan, has a

B.A. from Indiana U. He was a Personnel Administration Specialist (MOS: Bug-out) in the Army, and purportedly convinced them that helmet liners won't adjust to fit every head. Jim is working with Dr. King on a selection program for the school of industrial management.

MAX McDANIEL proudly proclaims Mississippi as his home state. Millsaps (somewhere way down there) granted him a B.A., and he did his Master's work at the U. of Miss. He is a Psych. 120 assistant and an avid sports enthusiast.

IRWIN MORDKA's hometown is Tucson, Arizona. He attended the U. of Ariz., obtaining a B.A. at that institution. Irwin is a counselor in the State Street Courts.

JON MYERS is a native of nearby Lebanon. His B.A. was granted by DePauw U. If your EEG equipment starts transmitting distorted brain waves, call Jon -- he's a licensed electrician. It seems safe to predict that his Jan. marriage plans will interfere with his Carle Hall Counselor duties.

JOEL NOVAK is from Norfolk, Va., and has a B.A. from George Washington Univ. Joe was a surgical nurse in the Army Medical Corps, and has also worked at the Applied Psychological Corp. in Arlington. He is currently engaged in the Air Force "checklist" project.

WILLIAM PARRY has a B.A. from Brown and a M.S. from Purdue. Besides a tour of duty with the Air Force, his experience includes ten years of training, development, and consulting work for RCA and Booz, Allen & Hamilton. He is currently a free-lance consultant in his hometown of Chicago.

RICHARD SNOW is an easterner, coming here from Nutley, New Jersey. He obtained his B. A. from the University of Virginia.

Yours truly, AL STARRY, earned his B. A. at the U. of Iowa in his native state. His military record shows that he bravely played in Army bands in Chicago and Washington, D. C. He is an assistant in the Psych. 120 course, and works extra hard since his union has recently been blessed with issue.

MISSING PERSONS!

We are still trying to bring our files up-to-date. Does anyone know where these people are?

Eugene W. Chapman	MS	'56
Norman L. Alberts	MS	'55
Willard L. Brigner	MS	'54
David Mattair	MS	'54
William W. Drennen	MS	'53
Robert E. Eldel	MS	'53
Robert M. Unger	MS	'53
William Cary, Jr.	MS	'50
Russell C. Hargis	MS	'49
Edward A. Ely	MS	'48
Mildred Goldsbury	MS	'48
Leonard B. Kohlhofer	MS	'48
Lucinda Redwine	MS	'48
Irene Semanek	MS	'48
James C. Hirst	MS	'47
Thomas J. Magee	MS	'47
William W. Ten Eyek	MS	'47
Gerald A. Koetting	MS	'46
David M. Conover	MS	'44
George M. Turmail	MS	'44

NEWSLETTER STAFF

Jim Robbins, Editor	Al Starry
Jim Kuhn	Werron Blumenfeld
Charles Fenwick	Max McDaniel



Letters to PAGESIP

Pagsippers:

"I recently received the Newsletter and, as always, found it interesting and good for a few chuckles. This little sheet is perhaps the most effective way of maintaining our "solidarity forever," and I am always glad to get the news about my Pagsip brethren. Keep up the good work.

"I notice among the Pagsippers listed as lost, strayed, or stolen, you have the names of Larry Eger, Jim Briggs, and Bob Mengelkoch. I ran into Larry in Akron, Ohio, several months ago. He had recently forsaken the spiritual satisfaction of consulting for the big money of teaching at Akron University. I had a fine visit with him at his "club" (University Club, 105 Fir Hill, Akron, Ohio) and he indicated that he was looking forward with enthusiasm to his return to the academic scene.

"Jim Briggs, on the other hand, has overcome his money greed and moved from Omaha University to a position with a California aircraft manufacturer where he feels that the spiritual rewards will be great indeed. At last report he and Dru were at 9304 Isis Avenue, Los Angeles 45, California. I understand that Jim planned to put his statistical moxie to work on human engineering problems in the same department in which Gerry Rabideau works.

"Bob and Von Mengelkoch were to be found at 802 Breen Drive, Champaign, Illinois, as recently as three months ago. I dropped in on them there with my harem (a crew

totaling five women now, including my wife Mike) enroute back to Omaha after a one-year assignment in Columbus, Ohio. Bob was associated with the University of Illinois Aviation Psychology program at the time, working on instrument design problems and still getting his kicks as a jet pilot and weekend warrior.

"As for the Maloneys, we are midway through our third year with Omar, Incorporated. I have had a lot of fun with a wide range of problems including the development of the salesman selection procedure used in our 52 branches, quarterbacking the development of a pension plan, and more recently, setting up a market research function. I might say that I recently got a real assist from Jim Norton on the market research angle, and I am still thanking the Almighty for my past associations with Pagsip, Purdue, Lawhe, et al.

Sincerely yours,

John C. Maloney
Manager, Personnel Research
Omar, Incorporated
1910 Harney Street
Omaha, Nebraska"

Dear Pagsip:

"I always read with interest the Pagsip Newsletters I receive. I was particularly pleased in the latest issue to read letters from Scott Myers and James Boyce, who were fellow members of the Pagsip organization when I was at Purdue.

"In your list of "lost members" I noticed the name of Andrew D. McGinley, Ph.D., 1951. I received a letter recently from Andy. He is now with Mead Paper Corporation in

the Personnel Division, at Chillicothe, Ohio.

"Upon leaving Purdue, I returned to the School of Commerce and Business Administration as a member of the Management Department faculty. I have been able to set up a few courses which incorporate some of the principles studied at Purdue, even though they are called Management courses. I have done a little consulting work and I am currently a field associate with George Fry and Associates, Management Consulting Firm. Some of my extra curricular activities include working with my husband in the operation of a dancing school and speaking before various groups here and there. As Program Chairman of the National Federation of Business and Professional Women's Clubs, I have traveled rather extensively over the U.S. during the past two years. In fact, during the next two months, I am scheduled for State Conventions in Virginia, California, Idaho, Colorado, and a National Convention in Seattle, Washington. I am sorry one of them is not near Lafayette so I might drop in for a brief visit.

Sincerely,

Minnie C. Miles
Associate Professor of Management
School of Commerce and Business
Administration
University of Alabama
University, Alabama

CURRENT RESEARCH

by Warren Blumenfeld
and Max McDaniel

HARRY AMMERMAN, NORM VINCENT, &
JOEL NOVAK are developing a task
checklist for the Air Force. They

hope to prove that a task checklist prepared from a job analysis of one position type may be used, with minimal changes, to describe worker activity in a related position type in the same specialty.

BOB BESCO is studying foremen leadership as perceived by supervisors and subordinates, using the scales for initiation of structure and consideration.

JIM BROWN and CHARLES FENWICK are designing an experiment using paired comparisons to develop a subjective scale of noise levels.

BOB DEAN is presently conducting a series of case studies dealing with the shift in skill levels brought about by automation. The effects of introducing such machines as the IBM 705, a tape-controlled jig bore, and other automatic machining operations are being assessed through the use of a job-description checklist.

LEO GRUENFELD is investigating the relationship between social conformity and creativity. He plans to obtain empirical criteria of social conformity by presenting tasks to individuals in a group situation and identifying conformists and non-conformists on the basis of observed behavior. Creativity will be measured by a different performance test.

DOUG HARRIS has constructed a test to measure creative ability in engineering, and recently devised and validated the scoring key. The next step will be the cross-validation of this key, and the test, on a sample in industry.

JIM NAYLOR and BILL OSBORN are using a matrix item approach to develop a test to measure creativity.

PAUL PATINKA extracted 18 job characteristics by thematic analysis of open-ended responses made by industrial foremen. Statements representing these characteristics were constructed and pair-compared by 310 management persons on the basis of the advantages and disadvantages of the foreman's job as compared with the jobs of his subordinates and his supervisors. The managers were placed into 3 groups denoting level in management, and for each group an intercorrelation matrix was computed on the 18 variables. These matrices were factor analyzed, and the factor structures are now being studied. The next step will be the computation of factor scores and the analysis of these scores in terms of age, type of job, tenure, and AGCT score.

MAL PURDY is engaged in some exploratory work on the applications of game theory in management decision-making.

JIM ROBBINS is currently involved in determining the training needs of a group of field service supervisors. He received "daily diary" sheets from a sample of these men during a 30-day period, and is now classifying their comments prior to comparing the results obtained from the better and poorer rated persons.

NED ROSEN is working on two newly revised forms of "How Supervisor". Industrial concerns and government agencies will provide the ratings which will be used as the criteria for validating these forms. Ultimately, national norms will be developed.

RAY SCHUCKER is comparing the reliability of two methods for evaluating consumer preference for candybar wrappers.

OTTO KAHN is attempting to construct and validate a Human Relations Inventory based on write-in responses. He is presenting cases to industrial supervisors and asking the questions, "What would you do?" or "What wouldn't you do?"

BOB TEARE, WALT JONES, and AL GRUBER are continuing with the development of "tailor-made" tests which will aid counsellors in assessing the blind and predicting their success in training and employment situations.

JOHN VANDENBERG has derived a procedure to follow in designing a nomograph to any desired level of accuracy and precision.

There, for the Sake of Shanley,
Go I!

By Charles Fenwick

When the world turned 11 October it became multiple regression time as complete tribes evacuated to The Hills for general autumnal frolicking and for such activities as may be suggested by the adjective form of the organization's designation. After sufficient rotations, several factors become prominent in the Gestalt that one may conjecture upon reflection. Repressed desires for athletic accomplishment emerged and were manifest, fully blown, as the afternoon brought forth football, volleyball, and horseshoe tournaments. Elsewhere, much more dynamic evidence of the manliness of present membership abounded. So wholesome yet joyous was the atmosphere in this latter regard that those few souls who have not yet entered contracts for better but somehow worse were driven to added imbibition to douse their self-pity, and evidence indicated that several attained fruition therein.

At dusk a shout rang out to begin replications of Pavlovian experimentation, admittedly with modifications; cylindrical membranes stuffed with packing house sweepings, surrounded by the finest product of the baker's art and smothered with condiments, served as the primary unconditioned stimulus. Fitting entremets and the omnipresent lubricants complemented the entrees.

For the remainder of the extravaganza the now warmer bodies

engaged in tête-à-têtes, large discussions solving weighty problems (though hampered by a lack of flip sheets), and non-parametric card-sorting (Play me a game of poker and I'll tell you what you are --- $r = .96$). As the soiree gathered momentum but approached the pumpkin hour, the presence of the wives was clarified as they assumed responsibility over groggy mates and brought the blast to its annual demise. To WALT JONES and his fine committee went an all-too-often-unspoken "Thanks!"

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