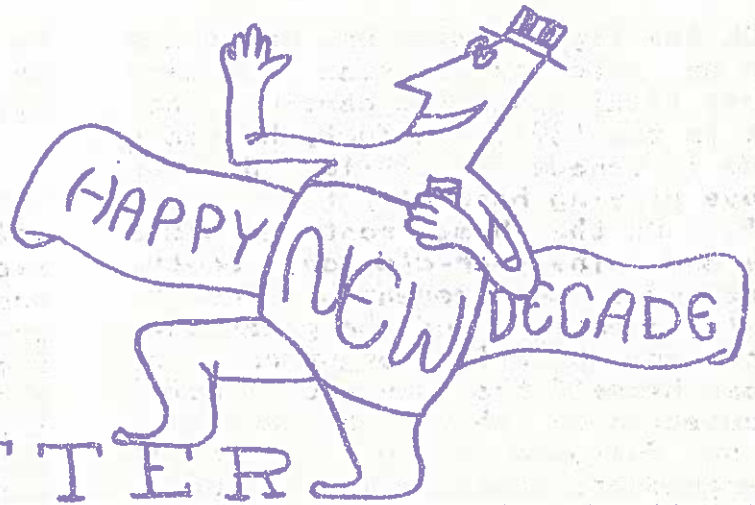


# PAGSIP NEWSLETTER



"Solidarity Forever"

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Vol 9 #1

## TWO MEN JOIN ORC STAFF

by Charles Fenwick

The Newsletter is proud to report that two new professors have been added to the ORC staff: DR. WILLIAM OWENS and DR. ROBERT PERLOFF.

DR. W. A. OWENS, JR., came to ORC in June from the position of Head of the Department of Psychology at Iowa State, which he had held for nearly twelve years. Since receiving his Ph. D. at the University of Minnesota in 1940, he has done a considerable amount of psychological research, as evidenced by 30 publications in the areas of aptitude testing, measurement of creativity, effects of aging upon mental abilities, and other subjects related to "differential psychology".

Prior to World War II, Dr. Owens was an instructor in psychology at Iowa State. He was an officer in a test and research section of the Navy Bureau of Personnel during the war, returning to Iowa State in 1946.

Dr. Owens has also managed to find time for consulting work with eleven large Midwestern firms over the past few years, and he is currently an advisor to the Employee Relations Research Group of Standard Oil Company (Indiana).

Looking to the future, he plans to continue studies begun some time ago on the effects of aging on mental abilities...as his subjects continue to age!...and to do a follow-up validation against a more-or-less ultimate criterion on a test of creative ability which he gave to a large sample of engineering students in 1954. He also has fresh ideas on interest testing which he hopes to check out...with the help of eager graduate students, no doubt. (He already has 3 such men, incidentally.)

Dr. Owens is currently teaching two sections of Psychology for Naval ROTC Personnel, and the undergraduate section of Industrial Psychology. Next fall he expects to teach a section of Advanced Technology of Tests and Measurements, and in the spring of 1961 he will introduce a course to be entitled Differential Psychology.

On the lighter side, Dr. Owens has been an avid outdoorsman for many years: fishing, hunting, camping, etc. Back in the '30's, in fact, he was a guide in Canada for awhile. He also enjoys playing handball, tennis, and golf. On the home front he has a wife and nine-year-old son, Scott. Sometimes...when research, classes, family, sporting, and the great outdoors are briefly forgotten...he allows himself the luxury of wistful speculation on what might have been had he followed through after his undergraduate training in pre-med.

DR. ROBERT PERLOFF came to ORC this summer from the position of Director of Research and Development at Science Research Associates in Chicago, which he had held for four years. During the preceding four years he was a research psychologist with the Personnel Research Branch of the Adjutant General's Office. He received his Ph. D. at Ohio State in 1951, under the direction of Professors Toops and Wherry, and taught several courses while at that university. In the past ten years, he has published and/or presented 22 papers.

Dr. Perloff's professional interests have breadth as well as depth. One major interest is in "consumer" psychology, with the term "consumer" defined in the broadest sense. ("A person who buys insurance or education is a consumer.") Research into consumer behavior can be, he feels, a two-edged sword. That is, it can provide (1) a means of understanding better why people consume what they do, and (2) an operational definition of a person's behavior, since consumer behavior may serve as a mirror of people's values and goals. Dr. Perloff is interested in investigating the possible use of such a measure as "what people do with their money" ...the priorities which they assign

to various objects and services...as an indicator of more general personality characteristics.

Other questions that interest him include: What is the set of personal values (recognition by peers, affection, religion, etc.) that must be understood if one is to be able to predict a person's preferences, particularly in his role as a consumer? What are the demographic relationships among these values? What are the critical determining factors of consumer behavior and over-all motivation? How are they related? What are the variables and how can they be measured? Are present measuring instruments and methodologies adequate? Do new ones need to be developed?

A second major area of interests involves the problems of what he calls "people selection". For instance, by what procedures might we surround a leader (having certain attributes) with a maximally effective yet minimum number of associates whose attributes intercorrelate very little with each other but can contribute uniquely, complementing the leader?

Another group of Dr. Perloff's interests is characterized in part by such questions as the following: What are the characteristics of "equally intelligent people"...whose performances on intelligence tests are disparate? What non-intellectual factors contribute to intelligence test performance? Will it prove to be necessary to revamp our concept of intelligence and the ways (or tests) for measuring it?

Still another area of his interests concerns education. What direction should our educational system take? What are its goals? How might we best implement them?



Returning to the present, it is not surprising that Dr. Perloff's major sparetime interest is reading, particularly material on mathematics, the philosophy of science, the evolution of ideas, and biographies of learned men. He has also done some ice skating, watched a goodly number of baseball games, and dabbled in photography.

He is presently teaching two sections of Psychology of Sales and Advertising, and a section of Mental Measurements. Next semester he will teach Advanced Statistical Methods (600), a section of Sales and Advertising, and a new seminar in consumer psychology (676).

Aiding and abetting the career of this relatively young professor is a wife who is also a psychologist, and is presently a free-lance consultant. As if they didn't have enough psychologizing to keep them completely occupied, they also have 3 children.

## ORC NEWS

by Al Sterry

DR. McCORMICK and President Hovde attended the annual fall meeting of the Army Scientific Advisory Panel last October. (The purpose of this group of 50 scientists and industrialists is to advise the Secretary of the Army on matters of research and development.) DR. McCORMICK is a member of the Human Factors subpanel in the group.

The 30th Personnel Testing Institute was conducted in Chicago last fall. DR. TIFFIN reports that 34 persons from 20 companies were in attendance at the session.

DR. KING has been appointed to the Industrial Management Policy Committee of the School of Industrial Management here at Purdue.

DR. KEPHART has recently written a book entitled The Slow Learner in the Classroom. It is being published by Charles E. Merrill, and should be available in May.

The ORC regrets to report the death of RONALD F. WILSON (Ph. D. '51), in an airline crash in Texas last September. Dr. Wilson was a partner in the consulting firm of Lifson, Wilson, and Ferguson, in Houston, Texas, and also taught at the University of Houston.

DR. TIFFIN is currently engaged in the Blind Research Project for the Department of Health, Education, and Welfare. Two assistants in this project have received their doctoral degrees; ALIN GRUBER, now with Dunlap & Associates, and MAY PALACIOS, who has begun private practice in Durham, North Carolina.

DR. KING has been involved in the initiation of an 11-month internship program at Allis-Chalmers for Ph. D. candidates in various fields. One of his students, IRWIN MORDKA, is currently enrolled in this program at the Milwaukee, Wisconsin, plant.

DR. McCORMICK is directing two Air Force projects dealing with methods of determining the reliability of information reported by airmen about their work activities.

DR. KEPHART has been appointed to the Armed Forces NRC Vision Committee. In connection with this position, he is working with the Indiana State Police in an attempt to determine the visual factors involved in highway traffic accidents.

The Sixth Annual Seminar Series entitled "Psychology in Management" has been extended to cover the full academic year. Excellent talks have already been presented by D.M. Goodacre of B.F. Goodrich Company, Orlo L. Crissay of General Motors Institute, and H. V. Gaskill of Collins Radio Company. The remaining seminars will feature J. M. Costello of Ernst and Ernst, P.W. Maloney of Esso Research and Engineering Company, H.M. Wisely of Eli Lilly and Company, and Hubert E. Brogden of the Personnel Research Branch, Department of the Army.

The members of Page 11 enjoyed an additional seminar presentation when DR. PERLOFF prevailed upon visitor V. J. Bentz, Director of the Psychological Research and Services Unit of Sears, Roebuck, and Company, to amplify the paper which he had presented at A.P.A. last fall.

## CURRENT RESEARCH

by Jon Myers

HARRY AMMERMAN is engaged in research and development to determine the feasibility of compiling statements which describe worker activity into checklists for use in occupational analysis. Air Force jobs and subjects provide the specific data, as well as the immediate goal, for this study.

BOB BESCO is collecting and analyzing data for the measurement and prediction of success in graduate school.

CHARLES FENWICK has completed an investigation of the relationship between frequency composition and the adjudged annoyance of noises.

LEO GRUENFELD is involved in the analysis of various measures for predicting successful management above the first line level. Subjects are management trainees in a company program; criteria include ratings by both peers and superiors.

WALT JONES, as a member of the blind project team, is working on the measurement of intelligence in the adult blind, particularly the development of a non-verbal intelligence scale.

TOM LEIDY is investigating the influence of laboratory group size on achievement in elementary foreign language classes.

GENE MAYFIELD has developed and is currently evaluating scoring keys for the Strong Interest Inventory to predict graduation from Purdue in various engineering schools.

JON MYERS recently completed an analysis of the employee suggestion system used by a division of International Harvester Company, and is now evaluating the usefulness of tests for predicting the success of apprentices.

JIM NAYLOR is determining the value of the Hunter-Box optimal design techniques in psychological research.

BILL OSBORN is currently involved in an investigation of flexibility in decision-making as a dimension of managerial effectiveness.

NED ROSEN has completed the validation of the new "How Supervise?" test, which he revised.

BILL SCOTT is now determining the reliability and validity of a modified point evaluation system, after



constructing the plan and installing it in twelve plants for the purpose of conducting a local wage survey.

DICK SNOW is working with the Audio-Visual Center to evaluate the instruction by TV at Purdue.

AL STARRY is making an empirical comparison of the paired-comparison, partial paired-comparison, and triad-comparison rating systems.

BOB TEARE, leader of the blind project group, is doing a factor analysis on the performance tests utilized, with the population stratified according to differences in the amount of vision remaining.

KEITH TOMBRINK is comparing the effectiveness of different types of work activity statements for describing Air Force jobs.

DON WASS is investigating the uses of psychological tests as predictors of success in Technical Engineering assignments.

JIM WILLIAMS, also working on the Air Force job analysis project, has been scaling the specificity of work activity statements.

## NEW PAGESIPPERS

courtesy of Mayfield and Mudd

A number of new men have swelled the ranks of Pagsip since the last issue of the newsletter.

BILL BYHAM joined us from Parkersburg, West Virginia. He brought with him a B.S. in zoology & an M.S. in psychology from Ohio University. Bill supervises in dormitory H-2.

DICK CLINGENPEEL, a Purdue grad in economics, is a Hoosier from Laketon. His current earnings result from the higher financial dividends paid by a teaching assistantship.

MALCOLM BANOFF is from Nashville, Tennessee, where he attended Vanderbilt University to obtain both his B.A. and M.A. degrees. Mal is currently involved in industrial placement activities for the V.A. hospital in Indianapolis.

Bostonian BOB DENNEHY received a B.A. in psychology from Boston College, and subsists as a teaching assistant. As a Downeaster, Bob claims he can pronounce three vowels to one for an Indianian.

AL FISHER, donated by Sandusky, Ohio, did his undergraduate work in psychology at Ohio Wesleyan and went on to get an M.S. at Iowa State. Al is now carving out test items for Drs. Owens and Perloff. Interests run along the lines of industrial methodology and models, motivation, and life history correlates.

Serving as a residence hall counselor keeps PAUL KELLEY's life from becoming dull. Paul's home is in Jamestown, New York, and his undergraduate work was taken at Allegheny College, where he received a B.A.

PAUL KOETZ claims Monterey Park, California, as his hometown, and we know he must be happy to have left California's poor weather for the clear skies of Indiana. Paul has a bachelor's degree from Redlands University in Redlands, Cal., and spends part of his time as an assistant in the Educational Reference Division.

JACK LARSON, of Bedford, Iowa, arrived here with two degrees from Iowa State (B.S. in industrial econ

and M.S. in psychology) and four children. Jack claims to have come to Purdue to cross-validate the degree-to-children ratio. Previous work experience runs from being a Ford dealer to pleasant years in the Air Force. Present income is provided by a teaching assistantship.

**BILL LEFTWICH** is a Virginian who stayed in the hometown to receive a B.A. in sociology and an M.A. in psychology from the U. of Richmond. Bill has had several years of industrial experience, including work as a test technician, job analyst, and chief office boy for Psychological Consultants, Inc., in Richmond. It has been rumored that it required four barracks bags to ship his bowling handicap from the Old Dominion.

Findlay, Ohio, produced **BOB LUNDY**, who came with a B.A. from Miami University (Ohio) and an M.A. in psych from Ohio State. Bob is presently enjoying the exhilarating experience of "hitting the books".

**PETER MOON**, one of the Queen's own, received a degree in mining engineering at Birmingham University in the Old Country. Pete's dossier of work experience reads like a Fitzpatrick travelogue across the minefields of the Commonwealth, with special emphasis on Nigeria and Northern Ontario. He has an assistantship in Agricultural Extension Education, and lists his interests as horticulture, trade unions, and industrial relations.

After doing undergraduate work in general science at Grinnell College and Iowa State, **BOB MORRISON** went on to earn an M.S. in industrial psych at the latter school. Bob has spent two years as a safety instructor and inspector, and three years as an Employee Relations Assistant working in the areas of selection, placement,

training, job analysis, and communications. He is currently on educational leave-of-absence from Socony Mobil Oil Company, Inc.

Another musician in our midst is **DOUG NORTON**. Doug has a new record on the market (folk music), released November 1st. He has also owned two recording companies, and done public relations work for another. Present interests are expressed as Matrimony Psychology, but research so far has yielded nothing of high reliability. Doug received his B.A. degree from Duke University, in psychology.

**NAMBURY RAJU** came to us across the waters from Madras, India, where he lettered in psychology at Madras U. He has taken some previous graduate work in industrial psychology at the University of Pennsylvania, and is gaining further experience as a research assistant in the Division of Educational Reference.

**DAN RAY** proclaims Gary, Indiana, as his hometown, and received a B.A. in psychology from DePauw University. Dan's particular interest is in the area of gerontology, or as Webster puts it, "the scientific study of the phenomena of old age".

**GENE ROACH** has been working as a Research Associate for HUMRRO at Ft. Knox, Kentucky, in the areas of job analysis, training, testing, and evaluation. Previous scholastic endeavors gained him both a B.A. and an M.A. in psychology from the University of Louisville.

Mount Freedom, New Jersey, sent us **LARRY SKURNIK**, a graduate of Rutgers University with an M.A. in general psychology from Boston University. Before coming to Purdue, Larry was a personnel assistant at the New Jersey State Hospital at Greystone Park,



where his duties consisted of interviewing, counseling, collecting papers, and developing red tape.

New Jersey also contributed BOB THOMSON, from Haddon Heights. Bob took undergraduate work in physics and mathematics at Wooster College (Ohio), and in industrial engineering at M.I.T. Graduate work at the University of Michigan netted him a master's degree in business administration. Previous work experience includes drafting and designing with the Esterbrook Pen Company. Bob's interests are athletic and he enjoys sports of all kinds.

BILL VERMILLION, in from Cicero, Ill., received his B.A. in psych from Northwestern University. Bill has a teaching assistantship, and he has interests in sports and religions.

Across the cornbelt from Columbus, Nebraska, came DON WASS. On his way he picked up bachelor's and master's degrees from Western Michigan U.

Oak Harbor, Ohio, is the home of BILL WILLIAMS. Bill's undergraduate work was taken at Colgate University, where he received an A.B. degree in psychology. Outside activities are carried on as a Lieutenant in the United States Air Force Reserves.

Three former alumni have rejoined the active Pagsippers this year.

SAM MUDD (M.S. '58) returned to our ivy-covered walls after teaching for a year at Gettysburg College in Pennsylvania. Sam's current interests are in the area of audio cueing.

BILL SCOTT (M.S. '57) is taking time from his job as the personnel assistant for the service staff of ole P.U. to raise the curve for Ph.D. aspirants. His present interest is

in job evaluation.

GUY FRAZIER (M.S. '52) is on a partial leave-of-absence from Mahler & Associates to pick up his "union card". His leisure time is spent in either book-cracking as a student or wisecracking as a businessman. Major interest: management development.

  
Letters to PAGESIP

Dear Pagsip:

I enjoy very much reading the News Letter and hearing of the activities of my former classmates. It has been interesting to note that several Pagsippers are now working with paper companies. Among these are BOB WHITCOMB with the Marathon Corporation in Menasha, Wisconsin, ANDY MCGINLEY with the Mead Corporation in Chillicothe, Ohio, and ARCHIE COLBY with Gulf States Paper Corporation in Tuscaloosa, Alabama.

I am very much interested in knowing whether there are other Pagsippers now working with the "fifth largest industry" in America. Maybe this letter will bring them out in the open.

Yours very truly,

BILL (alias "Rusty") WARREN  
Personnel Manager  
Halifax Paper Company, Inc.  
Roanoke Rapids, North Carolina

(Note: Several alums have expressed a similar interest concerning other members of their graduating classes. We hope to improve on Bill's idea by preparing a directory for those who would like one, as indicated on the last page of this issue.-Ed.)

## PAGSIPPING

a la tha Sam

The Pagsip social season was officially opened on Thursday, Oct. 8, when JOEL NOVAK, bon vivant sans portfolio, bought a whole pack of Marlboros. This grand barenial gesture touched off a sweep of revelry culminating in the annual fall outing at The Hills.

JERRY WEISBRODT and the social committee drew to an inside straight and filled the only rainless Saturday of the season with the schnapps, schwepes, and schwall talk of rural Pagsip.

The program was varied: following madrigals, the group heard the debut of RICHARD SNOW, a two-fingered concert pianist who plays a capella (a challenge, as we say in the trade). Mr. Snow introduced his first symphonic work, "The Industrial Suite", which includes such selections as "Music to Drop a Forge By", "Arbitration Capriciano", "Portraits of the Gang in Shipping and Receiving", and "Tone Poem for a Tin Plate Inspector". The scheduled Red-Rover-Come-Over tag match between the BESCOs and the LARSONs was postponed upon the discovery that no available field was large enough to accomodate both families. The incomparable Dame OSBORN added a certain rustic charm to the occasion as she mingled among the guests murmuring, "Is anyone sitting on two pairs of underwear?" The inquiry was an innocent attempt to find her daughter's bloomer bag; however, the statistics gathered in this impromptu survey were startling and may soon appear in the Journal of Psychosomatic Medicine.

Concerning the picnic: Van Doren

would have said, "I've had it too easy, but now I've found myself"; Mollenkopf would have said, "Yes, but my primary job is to build character"; and BOB TEARE did say, "Was I there?"

Perhaps the most interesting social note of the year is the announcement of the First Industrial Psychology Togetherness Conference, to be held early in February. Individual prelims have gone the way of the Gas House Gang, and everyone now gets a cut at the normal curve. The game is the same; but did you ever see Pepper Martin go head-first into second? Nobody slides like that any more.

Counterbalancing, it's a pleasure to report that the Pagsip committee on social customs resisted the charms of the automation Lorelei and refused to hold the dinnerdance at the cafeteria. A non-standardized report of individual performances will appear in the next issue of the newsletter.

## LOST, STRAYED, OR STOLEN!!

The following six men are still blank spots in our record book. Any information leading to their possible return to the fold would be greatly appreciated.

Eugene W. Chapman	M.S. #56
Willard L. Brigner	M.S. #54
William W. Drennan	M.S. #53
Edward A. Ely	M.S. #48
William W. Ten Eyck	M.S. #47
David M. Conover	M.S. #44

## NEWSLETTER STAFF

Charles Fenwick	Gene Mayfield
Sam Mudd	Jon Myers
Jim Robbins, editor	Al Starry



DIRECTORY QUESTIONNAIRE

The following information is needed to fill blank spaces in our files and the ORC files. Part of the material collected will be compiled into a directory for Pagsip alums who would like one. Please complete and return this sheet to the "Pagsip Newsletter, of the Psychology Department", as soon as conveniently possible. Additional comments will be welcome.

(NAME) \_\_\_\_\_

Would you like to receive the directory? \_\_\_\_\_

Would you like to be listed in the directory? \_\_\_\_\_

HOME ADDRESS:

(STREET) \_\_\_\_\_

(CITY) \_\_\_\_\_ (STATE) \_\_\_\_\_

BUSINESS ADDRESS:

(FIRM) \_\_\_\_\_

(PRODUCTS) \_\_\_\_\_

(STREET) \_\_\_\_\_

(CITY) \_\_\_\_\_ (STATE) \_\_\_\_\_

(JOB TITLE) \_\_\_\_\_

(Brief Description?) \_\_\_\_\_

EDUCATIONAL RECORD:

Undergraduate degree ( ) obtained at \_\_\_\_\_  
in (Month) (Year) with a major in \_\_\_\_\_

Master's degree ( ) obtained at \_\_\_\_\_  
in (Month) (Year) under (Major Prof) \_\_\_\_\_

Thesis title: \_\_\_\_\_

Doctoral degree ( ) obtained at \_\_\_\_\_  
in (Month) (Year) under (Major Prof) \_\_\_\_\_

Thesis title: \_\_\_\_\_