hours shopping for quality goods, assisted by well-trained salespeople.

Although Turchi’s account of the store’s rise and fall is excellent in itself, he leaves several additional questions unaddressed. First, we know that Ayres was the most respected department store in Indiana, but how did it compare with other notable American department stores of its day, such as Lord & Taylor and Bloomingdale’s? Turchi tells us that Ayres sent observers to fashion shows to keep track of the new trends; did it likewise send scouts to liaise with other leading department stores in an active attempt to emulate the best practices of those companies? It would have been interesting to know how Ayres’s sales and services compared with other leading stores elsewhere.

Secondly, assuming that the Ayres archives included typical advertisements from different decades, readers would have been benefited from seeing historic prices listed alongside their modern equivalents, adjusted for inflation. For instance, an illustration of one of the store’s 1960s advertisements in *Ebony* magazine (p. 237) shows a model wearing a lacy pants suit listed at $165—the equivalent in 2014 dollars of approximately $1226 (See the inflation calculator at http://data.bls.gov/). Such cost comparisons would have allowed readers to better understand that Ayres’s goods were truly top-of-the-line.

Finally, readers may also wish to know whether the shift to offshore sweatshop manufacturers played any part in the chaotic administration of the May Company. Still, even without this information, the book is a valuable trove of memories and photos.

Carrol Krause is the author of *Showers Brothers Furniture Company: The Shared Fortunes of a Family, a City and a University* (2012). She has written for the *Bloomington Herald-Times* for ten years.

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**Gentlemen’s Disagreement: Alfred Kinsey, Lewis Terman, and the Sexual Politics of Smart Men**

By Peter Hegarty


*Gentlemen’s Disagreement* involves what seems, at first, a slight topic: the negative review that psychologist Lewis Terman wrote for the *Psychological Bulletin* about Alfred Kinsey’s *Sexual Behavior in the Human Male* (1948). Author Peter Hegarty, however, weaves that review into a fascinating account of different worldviews, explaining the acrimonious
relationship between the two men in a disagreement about the desirability of social change.

Kinsey, perhaps Indiana University’s most famous biology professor, has been the subject of media attention for decades. Terman, now largely forgotten, was prominent in his day, having brought the Stanford University psychology department into eminence with his studies of intelligence, which led to the development of the Stanford-Binet IQ test. His most famous work, *Genetic Studies of Genius* (3 vols., 1925-1930), was based upon a longitudinal study of one thousand “gifted” children. He also developed a masculinity/femininity scale and published a study of the sexual satisfaction of married couples.

Kinsey, who had dismissed Terman’s work on sexual satisfaction along with several other early surveys, reacted furiously to Terman’s review. The disagreement between the two men could be seen as mere professional jealousy, but Hegarty disagrees, drawing on a wide range of literature to argue that the two had a fundamental disagreement over the role of science in society—Terman sought to underscore the status quo and Kinsey to disrupt it.

Terman presented three major criticisms of Kinsey’s volume, and Hegarty examines each in detail. First, the psychologist rejected Kinsey’s methodology and assumptions regarding the interview process. Kinsey did not standardize his questions. Because interviewers worded questions differently, depending on their assessment of respondents’ education and intelligence, Kinsey’s study was not replicable. Terman also rejected Kinsey’s unfailing assurance that respondents would tell the truth if interviewed correctly, expressing particular skepticism about incarcerated subjects who, he believed, could not be trusted.

Terman’s second criticism was that Kinsey’s sample did not match the U.S. population, leading to an overemphasis on what Terman viewed as deviant sexual behavior. The problem of sampling, Hegarty notes, was Kinsey’s most persistent problem and eventually led to his undoing as a sex researcher. Terman’s third criticism also addressed interview methodology. Kinsey placed the burden of denial on respondents by assuming that they engaged in many different sexual behaviors. Kinsey considered this practice necessary when asking questions about sexual behavior, because respondents might be reluctant to admit to behavior they deemed socially unacceptable. By forcing the respondent to deny something to which the interviewer was encouraging him to confess, Kinsey thought that interviewers would arrive at the truth.

The most interesting sections of the book deal with Terman’s omissions. Hegarty notes that Terman was highly selective in his criticisms of Kinsey, and the author traces the omissions to Terman’s ambivalence about some of his own findings in his
There was a time late in my fifty-two-year newspaper career when an age line kept advancing. “Nobody under 30 is reading newspapers anymore,” we started to hear. Then it was “nobody under 40,” on its way toward the seemingly inevitable “no one. Period.”

In Indiana, the sad truth for sentimentalists is that the same sliding line probably applies now to those wonderful times when Indiana crowned one state high school basketball champion and everybody cared—or so it seemed. The last of those years was in 1997, so the countdown has begun toward extinction for those who lived that magic. The open tournament, like the universally read newspaper, isn’t coming back.

It’s hard to say whether author Mike Roos, writing about a crazyman named Pete Gill and a no-longer-extant team called the Ireland Spuds, argues more strongly for the Bring-Back-The-One-Champion folks or the It’s-Better-Now-Because-It’s-Not-Nuts brigade. Not that he’s neutral. His storytelling eloquence makes the old juices flow, as Pete and the Spuds deliver unto their townsfolk the 1963 sectional championship, a victory they had been awaiting forever.

For every team in Indiana, mighty or miserable or middling, that February first round of the tournament

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**One Small Town, One Crazy Coach: The Ireland Spuds and the 1963 Indiana High School Basketball Season**

By Mike Roos