



By ALBERT DEUTSCH

what DR. KINSEY is up to now!

WITHIN a few months, the American public will be diverted by another outbreak of virus sex.

Prof. Alfred C. Kinsey and his colleagues are putting the final touches to their new book, *Sexual Behavior in the Human Female*, before sending the bulky script to the printer. Some might think that, having amassed reports on both male and female behavior, the Kinsey group would wind up its inquiry and turn its scientific curiosity to new problems. The fact is that publication of the second report will merely climax the initial phase of the monumental, long-term Kinsey project.

When the intrepid Indiana University zoologist launched his survey into human sex habits a dozen years ago, he told his friends that he expected to devote the rest of his life to it. Today, it is evident that the project will not only outlast Kinsey's professional career, but probably will run through the professional life spans of his three young associates—Warrell B. Pomeroy, Clyde E. Martin and Paul H. Gebhard.

Further "Kinsey Reports" are already in the making. The first two volumes will represent less than one tenth of the research data on sexual behavior already collected. I am not at liberty to divulge the findings of the forthcoming book on females, but I predict that it will stir up an even fiercer storm of controversy than the much-discussed report on males.

The second volume, like the first, will be lavished mainly to statistical facts and interpretations concerning the kinds and frequency

of sexual activity. But contrary to widespread belief, the statistical side of the Kinsey survey forms only a minor segment of what has become a vast and adventurous study of the most tabooed territory of human experience.

In piling up his mountainous research material, Kinsey probably has had more intimate conversations with more types of people than any other person on earth. He is at home with artists, bankers and tramps, prostitutes and social registerites, race-track touts and college professors. Scientists who have watched him at work marvel at his ability to gain instant rapport with most people he interviews. The younger members of the Kinsey team are gradually developing the same capacity.

Brushing aside annoying impostors and distorters, the Indiana zoologist and his associates have found vast new sex-behavior areas to explore . . .

This is the first of two articles on Dr. Kinsey's work

Since the first Kinsey report was published, many American communities have been pestered by impostors claiming to be Kinsey interviewers. So bad did the situation become that the director of the National Better Business Bureau warned the public that many cities had experienced "a plague of spurious phone calls from Kinsey impostors." He urged housewives, especially, to beware of fakers.

In St. Paul, a married man was jailed as a molester after he tried twice to "date" a local woman for a sex-history interview, posing as a representative of Dr. Kinsey. The Milwaukee Better Business Bureau received two complaints, one telling of a man who phoned a woman on behalf of the "Kinsey project," the

(Continued on next page)

May 8th 1951 "Look"



Aiming for 100,000 personal sex histories, Kinsey now "swaps" a lecture for opportunity to interview members of his audience.

DR. KINSEY continued

Police warn the unwary against Kinsey phonies

other of a female "Kinsey impostor" phoning a man from a pay booth.

In Tacoma, Washington, a man posing as a Kinsey investigator managed to get the intimate sex histories of scores of women before he was exposed as a fraud. Some of his victims made complaints only after they failed to get the "nylon pretties" the man had promised them as a reward for their co-operation.

"The Last Straw"

One victim said, "He seemed awfully scientific and sounded just like a doctor. But I finally hung up on him when he asked if . . . well, that was the last straw."

The victim of one of these sex snoopers in another town said she was deeply troubled that "a man I don't know is walking around this town knowing things about me that I never dared tell my husband."

In Denver, a man received a 90-day jail sentence for prying into the love life of local housewives as a "Kinsey telephonic."

The Alameda County Medical Association in California issued a notice repudiating a man calling himself "Dr. Alexander Graham Freud," who told housewives he represented the medical society in an investigation of "intimate feminine conduct."

Dr. Kinsey is constantly harassed by another breed of pests—the distorters—who are perhaps more irritating to him than the impostors. He has become not only one of the most widely quoted, but also one of the most widely misquoted of contemporary scientists. Despite

his first report's best-seller classification, the book has been discussed heatedly by millions who never read it. Many who have merely skimmed through parts of it have set themselves up as "Kinsey experts."

Another source of annoyance to the Kinsey group has been the assorted types of publicity men who rushed to get their clients a free ride on the Kinsey bandwagon. Sex-charged novels were advertised as "fictionalized Kinsey reports."

When a Newark psychiatrist made a survey of teen-age morals, his results were publicized as a "bobby-sox Kinsey report." A 20-year-old survey of marriage, long out of print, was resurrected as a "pre-Kinsey sex report."

Birds Are Exploited

When a Boston psychiatrist with a penchant for writing poetry turned out a volume called *Clinical Sonnets*, it was described as a "Kinsey report in verse." A sober book on bird life was advertised as an "ornithological Kinsey report." An ad man dreamed up a "sure-fire title" for an unborn best seller: "The Man Who Startled Kinsey."

A film company made a bona fide offer for the movie rights to the Kinsey book, and a Hollywood mogul ordered his underlings to study the report for clues to "mass male sex appeal."

Martha Raye recorded a song, *Ooh, Doctor Kinsey*, which made good on juke boxes although it was frowned on by the major networks as too naughty. Julie Wilson sang one called *The Kinsey Report* in night clubs. Tin-Pan-Alley turned

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Personable, gifted with ability to put interviewees at ease, Kinsey has taught interview techniques to his three young associates.

DR. KINSEY continued

Scholars voted Kinsey book a world classic

out several other pieces, including *The Kinsey Boogie* and *Thank You, Mr. Kinsey*.

Topic-wise playwrights quickly utilized the Kinsey book as a standard prop for sophisticated sets. Mere mention of the report on the stage was usually good for a laugh. When an off-color play was produced in a Detroit theater, it was blurred in newspaper ads as revealing "the bare facts about the subject Dr. Alfred Kinsey discussed in his book." And Mae West published an open letter to Dr. Kinsey claiming a prior interest in the sex field.

How Much? "Sex-fifty"

Kinsey became known as "the Dr. Gallup of Sex" or simply as "Dr. Sex." Book dealers, asked for the price of his book, were likely to answer, "Sex-fifty."

A well-known fashion designer presented a show of new dresses allegedly inspired by the Kinsey report and "designed to influence behavior in the human male."

The Yale University faculty, when polled, included the Kinsey report among the 191 world classics of all time and one of the 15 most important books written by an American. One wit, upon hearing the news, remarked, "Now that the Kinsey report has been voted a classic by professors, we need no longer hide it under the jacket of an innocuous novel."

At the 1948 Republican National Convention in Philadelphia, campaign buttons appeared with this inscription: "We want Kinsey, the people's choice." At the annual Cherry Blossom Presidential poll, in Washington that year, Dr. Kin-

sey got one vote to Truman's 27 and Eisenhower's 26.

Despite the constant din set up by everybody trying to get into the act, the Kinsey team has kept itself relatively free from outside distractions. Kinsey and his three young associates have to do most of the statistical work themselves, since only they know the code from which the figures are compiled.

The fact that no one else can interpret the symbols on the interviewing sheets has slowed up the work considerably. Recently, a slight card-punching error led to a whole series of flaws that required the concentrated attention of all four team members to track down and correct.

Team in Motion

The nature of the Kinsey project—requiring sex histories of a huge cross section of the American people, obtained through personal interviews—makes of its members a highly mobile team. The four men are continually crisscrossing the continent in pursuit of their 100,000 human specimens.

Kinsey himself is on the road most of the time. When he isn't conducting interviews, he is consulting with professional or legislative groups, or lecturing to marriage counselors, parent-teacher organizations, medical and scientific gatherings.

On his forays, Kinsey is usually accompanied by one or two of his colleagues. It is a firm rule that at least one member of the team must be in Bloomington, the home base. This safeguard is taken to guarantee the permanence of the secret

Kinsey code, which is never written down. It is memorized by each of the Kinsey interviewers.

The code is one of the world's most intricate, permitting a person's entire sex history—which would normally require from 20 to 25 double-spaced typewritten pages—to be recorded in symbols on one side of a single seven-by-ten-inch sheet of paper. (Over 16,500 such records are now in the Kinsey files.) Should Kinsey, Pomero, Martin and Gebhard meet sudden death together, the invaluable records they have piled up during 1 years would be reduced to an unintelligible maze of symbols.

One Out of Four

Kinsey has also laid down a rule that no member (himself included) can be away from the home base for more than three weeks in a stretch. At least one week a month must be spent at home in order to help to avoid serious disruption of the member's normal family life.

Kinsey takes to the lecture platform often, for varied reasons. He never accepts a fee for lecturing. In closed, off-the-record talks to fellow scientists, he frequently reveals advance information on his tentative finds. He talks to marriage groups in return for their willingness to let him interview the members individually. All interviews are voluntary; no person is forced into it.

A Kinsey lecture serves three purposes: It imparts information that Kinsey feels the public has a right to know; it gives the audience a chance to acquaint itself with the man who is going to recruit interviewees from its ranks; and it is



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Interviewees at ease, Kinsey
with his three young associates.

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sort of quid pro quo payoff—an op-
portunity for interviewees to hear
him together in exchange for his
turn to hear them separately.

More and more these days, Kin-
sey is getting 100 per cent accept-
ances from groups he approaches.
He now rarely takes interviews ex-
cept on a group basis (members of
a union, industrial plant, college
class or church organization).

But there are rebuffs and re-
fusals, too. Not long ago, Kinsey
was invited to lecture before a col-
lege alumni club. He replied he
would be delighted to speak if
members of the club would consent
to be interviewed. The club offi-
cials hastily decided to invite an in-
vestment-banking expert as their
speaker.

The Kinsey project moved last
spring from its uncomfortable and
crowded quarters in Indiana Uni-
versity's Zoology Building to the
modernized, air-conditioned, fluo-
rescent-lit basement of Wylie Hall
on the campus. Each member of the
group has an individual office.

Biggest Sex Library

There is, besides the basic team
of Kinsey, Pomeroy, Martin and
Gebhard, a full-time librarian with
a doctor's degree who supervises
the biggest collection of sex liter-
ature in the country, and perhaps
in the world. This librarian has a
full-time assistant. Then there are
a translator, who works mainly on
German and French, and a statisti-
cal calculator. Last year, Kinsey
hired William H. Dellback, for
years with the Eastman Kodak
Company, as a full-time photogra-
pher for the project.

At the moment, Kinsey is con-
(Continued on next page)



A Kinsey rule prevents any member of the team from being away
from Bloomington headquarters for more than 3 straight weeks.



"I DON'T HAVE TO SEE
Stevena. My wife is
who always has her
community spirit is
a better class of peop

PRICED FROM \$1035
including furnishin
TCMA coaches
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Officially leader of the Indiana sex study, Kinsey has given full partnership to his associates, who will carry on work of the future.

DR. KINSEY continued

Kinsey may add woman interviewer to staff

sidering adding to his team his first female interviewer—a woman with broad experience in the judicial handling of sex cases. He is also considering employment of a woman lawyer to help with the special project on sex laws.

Kinsey would like to add several more qualified experts to his interviewing team, but his standards of professional and personal requirements are so high that he has had great difficulty in finding the right people. The mere touch of scandal pointed at any member of the interviewing team might ruin, or at least cripple, the project.

Project Has Four Trustees

All three of Kinsey's assistants are well-adjusted husbands and fathers. They are treated as full partners by Kinsey, and they act like partners rather than like lowly assistants hidden in the shadows. On the letterhead of the Institute for Sex Research, Inc.—official name for the Kinsey project—the names of Kinsey and his colleagues appear as "research associates and trustees" on an equal basis.

The Institute, of which these four men are the sole trustees, was incorporated in April, 1947, and owns all case histories, the sex library and all other property of the project. A nonprofit agency, it gets all royalties on the Kinsey publications (neither Kinsey nor the others draw royalties). The four men and their assistants draw salaries from the Institute. Its budget currently runs to about \$100,000 a year and it is expected to rise to

tional Research Council, which in turn receives financial support from the Rockefeller Foundation.

The Kinsey team holds group conferences regularly as the project progresses. At these meetings, the younger men trade suggestions and opinions with Kinsey on a partnership basis.

"Is Kinsey Domineering?"

I asked one of them recently: "How do you get along with Dr. Kinsey? Do you fellows feel as if you are working in the shadow of a great man? Is he really domineering, as some critics claim?"

The assistant replied candidly: "Sure, we feel we're working in the shadow of a great man. But we know we're working on a great project. We love it, and we all consider ourselves lucky to have been chosen. It is perfectly true, of course, that Kinsey is the dominating figure; he stands head and shoulders above the rest of us. But it is not true that he's domineering. There is mutual respect, all around."

All three Kinsey assistants have been tempted by flattering offers of academic and research posts elsewhere, but none would give a second thought to leaving the team. All accept it as their life work—an attitude which reflects better than anything else, the kind of man and scientist Dr. Kinsey is.

END

In the next issue of LOOK, Mr. Deutsch will discuss future Kinsey projects, one of which is a

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YOU CAN

by feeding GAINES

GAINES—America's largest-selling dog
tasty meal so packed with nourishment,
less than half as much to feed as canned

CAUTION!

Your dog needs a balanced
meal—rich in meat pro

Gaines provides your dog with ample meat
fish proteins, as well as the necessary car-
bats, vitamins, and minerals to nourish
him. Meat alone is insufficient to keep you
pink of health.