

# Four named professors in medical center

Two promotions and two appointments to full professor at the medical center have been announced by Dr. Frederic N. Cleaveland, university provost.

Promoted in the Department of Obstetrics and Gynecology and the Department of Anesthesiology, respectively, were Drs. Stanley A. Gall and Bruno J. Urban.

Dr. E. Ralph Heinz has been appointed professor of radiology, and Dr. David G. Shand has been named professor of pharmacology.

Gall joined the Duke faculty in 1973. He earned both his B.A. degree in 1958 and his M.D. in 1962 at the University of Minnesota. He completed an internship at the University of Oregon Hospitals and Clinics in 1963 and a residency in obstetrics and gynecology at the University of Minnesota Hospitals in 1966.



DR. HEINZ



DR. SHAND

Before his Duke appointment, Gall was associate professor of obstetrics and gynecology at the University of Miami Medical School.

His research has been directed toward tumor immunology and development of diagnostic tests for ovarian cancer. He is also interested in methods of reducing gynecologic surgery infections.

A native of Troppau, Czechoslovakia, Urban received his undergraduate education at the Staedisches Gymnasium in Remscheid, West Germany, and his medical degree in 1960 from the Albertus-Magnus University in Cologne, West Germany.

He served his internship at Muhlenberg Hospital in Plainfield, N.J., and his residency at Kings County Hospital Center in Brooklyn, N.Y. Before joining the Duke faculty, the physician

was clinical director of anesthesiology at Kings County Hospital.

Urban, co-director of the Pain Clinic, has been studying electronic stimulation of the spinal cord in an effort to reduce pain, the effects of drugs that alter mental activity on chronic pain syndrome and the effects of local anesthetics on the spinal cord.

Heinz comes to Duke from the University of Pittsburgh where he was professor and former chairman of the Department of Radiology. He is a 1951 graduate of West Virginia University and a 1955 medical graduate of the University of Pennsylvania.

He completed his internship in 1956 and a residency in radiology in 1962 at Philadelphia General Hospital.

Heinz has been researching the application of computerized tomography — a process that creates computer-generated, cross-sectional X-ray pictures of the brain — to clinical cerebral blood flow studies, in hospitals. Currently,

monitoring cerebral blood flow requires that patients undergo expensive and still experimental procedures in research laboratories.

St. Bartholomew's Hospital Medical College in London, England, awarded Shand a B.Sc. degree in 1958, a Ph.D. in pharmacology in 1962 and his medical degree in 1964. He also served his internship and residency at St. Bartholomew's and joined the faculty of Vanderbilt University School of Medicine as a research associate in 1968.

Before being appointed to the Duke faculty as head of the new Division of Clinical Pharmacology, he was professor of pharmacology and medicine at Vanderbilt.

Shand's scientific interests lie in cardiovascular clinical pharmacology. He has been studying Beta-blocking drugs that reduce the effect of the sympathetic nervous system on the heart and are used for treating patients with hypertension, chest pain and irregular heart beat.



DR. GALL



DR. URBAN

## Benefits, records manager dies

Alphonso (Al) Williams, manager of benefits and records at Duke since 1976, died last Friday in Durham County



WILLIAMS

General Hospital after a long illness. He would have been 43 tomorrow.

Williams came to Duke in 1973, working in labor relations until September of the following year when he was named personnel assistant in the medical center personnel office.

A 1968 graduate of A&T State University in Greensboro, Williams received a master's degree in 1971 from North Carolina Central University.

He was a native of Halifax County and is survived by his wife, a son, his parents, six sisters and two brothers.

A memorial service was held Tuesday evening in Duke University Chapel.

## Change in charges

Effective this week, the Gothic Bookshop on the main campus is discontinuing its charge account service with monthly billing through University Stores.

Instead the Gothic has made arrangements to accept Master Charge and Visa cards for purchases. The 10 per cent professional discount cannot be extended to customers using charge cards.

However, Harry G. Rainey, general manager of stores operations, noted in a letter to Gothic customers that the discount to eligible purchasers will be extended on cash sales to eligible customers who present their current faculty/staff identification.

## By Duke psychologist

# New book takes sting out of statistics

By Bob Wilson  
Duke News Service

Ever since British statesman Benjamin Disraeli categorized falsehoods into "lies, damned lies and statistics," the analytical science has had a bad press.

Disraeli's assessment wasn't quite cricket, says the chairman of Duke's psychology department. So he wrote a book taking some of the mystery out of statistics for laymen.

It's probably the only book dedicated not only to the author's wife, but his favorite calculator as well.

In "How To Use (And Misuse) Statistics," Dr. Gregory R. Kimble turns wit and humor on the seemingly black art of data collection, analysis and interpretation.

The book has been published by Prentice-Hall. Despite its title, Kimble said in an interview, its purpose is serious.

"Statistics is a science that's here to stay and one that touches all our lives," he said.

### 'Human face'

The ebullient, goateed Kimble said he wanted to present "statistics with a human face" for a change. The book contains some mathematical formulas and a lot of graphs, but isn't too close to a math text for discomfort, he said.

Statistics is more a method of reasoning than mathematics, Kimble said. He developed the book out of a popular course he taught at the University of Colorado.

Kimble said the "popular notion that you can 'prove anything with statistics' is far too extreme, but it is possible to misuse statistics in order to mislead people."

Anyone who reads the book will come away with a better understanding of statistical methods, he said, and should be able to spot many of the way statistics are unwittingly misused in daily life.

### Practical examples

Kimble gives many practical examples of statistical methods, among them his favorite for winning at stud poker. (He says the smart player will get out of the hand if his hole card on the table is beaten by visible cards held by other players — especially so in the first deal.)

The book ranges across the landscape of statistical methods, from an explanation of the nature of the science through the laws of chance to frequent distribution and correlation.

A computational index goes into details of formulas used in the chapters. There also are some statistical problems in the end notes for mathematically inclined readers to solve.



"Better see if you can calm down Mrs. Smith. I tried to explain why the suppositories tasted so bad."

## Intercom

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