**Roger T. Kelleher and
William H. Morse**

THE YERKES CONNECTION

Following the tradition of the earlier conferences in Indiana, a formal satellite Conference on the Experimental Analysis of Behavior was held in association with the EPA meeting in Boston in 1954. In the next few years, information sessions were held at each EPA and APA meeting, with people bringing cumulative records to show in hotel rooms. Frequently, there were discussions about what should be done to rectify the many obstacles to publishing in psychological journals the experimental reports about the behavior of individual subjects. At a meeting of this group in April 1957, a formal decision was made to found a new journal. Willing cooperation among a number of people is needed to edit and publish a journal, and the group worked together to achieve their goal. But one individual, Charlie Ferster, was the driving force that guided the group to the decision and its eventual realization.

Ferster had moved to Yerkes Laboratories, Orange Park, Florida, in the summer of 1955 after having spent an intensive five-year period writing *Schedules of Reinforcement* with Fred Skinner. At Harvard, Ferster had been much influenced by Skinner's *Verbal Behavior* and

by the development of teaching programs. He viewed writing as a fragile type of behavior requiring much nurturing. The unfortunate behavioral consequences of adverse reviews on future writing distressed him and he became convinced that something had to be done to promote the publication of research on operant behavior. But what?

Ferster's closest colleagues at Yerkes Labs were Roger Kelleher and later, John Falk. The three of them often talked about the editorial practices of psychological journals. Ferster also kept in contact with other colleagues through letters, which document his concerns. In October 1956, approximately one year after moving to Orange Park, he wrote to Bill Morse:

Roger and I have been discussing the publication problem on and off and, in view of our recent correspondence with [Harry] Harlow, we are quite discouraged at the possibility of publishing in the regular psychological journals. The woman at NYU [M. E. Tresselt] who has the Psychological Newsletter is a possibility. If all we want is the availability of our publications to those who are interested, her journal offers at least the minimal amount of permanence.

May I tentatively suggest that you, I, Murray [Sidman]; Dick [Herrnstein], and Roger get together and submit one significant piece of work each in a single issue. I first took the attitude that I should only send things to Psychological Newsletter that would be unacceptable elsewhere. On further thought, however, it seemed that I probably should send my best things there, since she will publish it unedited, include as many figures as I require, and not provide the damaging subtle kind of audience control that takes place when I write an article for Harlow or [Arthur] Melton. Let me know what you think.

During the next few months, Ferster changed his view on how to proceed, mainly as a result of one particular incident. The possibility of starting a new journal had been much discussed, but there was doubt about the economic feasibility of such a venture as well as

William H. Morse, 1968.

Roger T. Kelleher, 1968.

its acceptability. Ferster decided to find out what it would cost to print a journal. A technician at Yerkes, Arthur Chester, had a relative in the printing business and Ferster asked Chester to inquire about printing costs. Charlie was delighted to find how cheaply material could be printed by photo-offset. From that moment on he concentrated on founding a new journal. On February 27, 1957, he wrote:

Fred [Skinner] wrote to me that he will support a new journal. I agree with him that it is up to us to take the lead in the matter. I have made some preliminary investigations and given the matter some thought, and I feel that it is both economically and practically feasible. I would suggest that we get together at EPA, prepared to discuss the venture in some detail. The matters which need thought beforehand are the political organization of the journal, the announced scope of the journal, and the methods and criteria for accepting, rejecting and soliciting manuscripts; also limiting manuscripts.

Although Ferster took the initiative in planning the journal, he always viewed it as a group enterprise and was pleased when others joined in at the EPA meeting and agreed to establish a journal. The financial and publishing planning was taken on by Nat Schoenfeld, whose wife Serena worked for a pub-

lisher. After the EPA meeting, Ferster's enthusiasm for the journal was boundless, as expressed in his letter of April 24, 1957:

The journal discussions go on and it seems fairly certain that we will have a journal in operation by the first of the year. As soon as Nat sends me firm cost estimates, I will incorporate them into a general summary statement which I will pass around preliminary to the final incorporation and founding of the journal. I have taken the sense of the group as in favor of "The Journal for the Experimental Analysis of Behavior" (pronounced JAYAB or JEEB) as the name of the journal. I am going ahead on this basis unless there is some objection.

It is not too early to start thinking of submitting papers. While we can't make a call for papers until the journal is launched, a few of the more intimates could start preparations so that the first issue will be expedited. Anything from a one page note to longer papers. I would guess that the style of presentation could be quite flexible according to the type of material. I would hold off the final preparation of figures until we have determined the format definitely, but you could prepare everything else.

Indiana became the home of the journal when the Fersters moved to Indianapolis in the summer of 1957. On September 29, he wrote:

Manuscripts are starting to come in, although our typewriter has not yet arrived. If necessary, I'll rent one. Don't worry about the format and style of the Journal. It will be as professional looking as any. As far as money, the situation is far from desperate. We have \$1,000 already, enough to print the first 4 issues, not counting income from reprints, so long as Marilyn continues to be willing to type for us.

With meager financial resources, the journal was indeed fortunate in having the generous, expert help of Charlie's wife, Marilyn. As it turned out, it cost more to publish a journal than Charlie expected. The initial estimate on printing costs was completely wrong, quite a bit on the low side. However, it had a salient effect on shaping Charlie's behavior. Having decided that a journal was the way to go, there was no turning back.

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