The Founding of Humanistic and Transpersonal Psychology: A Personal Account

by

Anthony J. Sutich

DISSERTATION

Presented to

the Humanistic Psychology Institute

In Partial Fulfillment

of the Requirements for the Degree

Doctor of Philosophy

in

Psychology

The Founding of Humanistic and Transpersonal Psychology: A Personal Account

Copyright © 1976

by

Evelyn Olivier Sutich

All Rights Reserved

This dissertation was prepared for presentation to,

and accepted by, the following committee:

Eleanor Criswell, EdD — Eleanor Criswell

James Fadiman, PhD — James Fadiman

Miles A. Vich, MA — Miles A. Vich

Stanley Krippner, PhD — Stanley Krippner

Date degree conferred — April 9, 1976

DEDICATION

To Dr. Abraham H. Maslow, colleague, mentor and friend; prime mover in the development of humanistic psychology, and fellow explorer of the transpersonal realm.

To Miles A. Vich, colleague, advisor and friend; an unassuming major contributor to the founding of both humanistic and transpersonal psychology.

To the many interested friends, authors, clients, and co-workers who contributed their encouragement, good will, and general support.

To family members and relatives, especially my wife Evelyn, my sister Dolores, and my cousin and first mentor Frank Belovich.

ABSTRACT

The humanistic and transpersonal orientations in psychology emerged in the 1950's and 1960's respectively, in America. These orientations were given form in various psychological publications and organizations which were founded by a psychologist, Anthony J. Sutich, in collaboration with others. This study is his personal account of humanistic and transpersonal activities in psychology during the years 1940-1970. Both professional and personal activities are discussed. The emphasis is on Sutich's 21-year working relationship with another psychologist, Abraham H. Maslow.

The chronological commentary, supported by quoted documents, examines the following periods: 1937-1949: formation of the author's psychological orientation; 1949-1954: contacts and relationships with Abraham H. Maslow and Alan Watts; 1954-1957: the author's early projects; 1957-1958: conceiving and founding The Journal of Humanistic Psychology; 1958-1960: the search for a Journal title, sponsor, and board of editors; 1960-1962: founding a membership group, the American Association for Humanistic Psychology; 1962-1963: developing a national A.A.H.P. organization; 1963-1965: problems of a growing A.A.H.P. and Journal; 1966-1967: emergence of the transpersonal orientation; 1967-1968: conceiving and founding The Journal of Transpersonal Psychology; 1968-1970: the author's transition from a humanistic to a transpersonal orientation.

Seventy-six references are cited. Seventeen explanatory notes and 419 unpublished cited documents are appended in chronological order.

TABLE OF CONTENTS

		Page
ACKNOWLEDGMENTS		1
INTRODUCTION		3
Chapter		
1	FIRST YEARS AS A COUNSELOR AND PSYCHOLOGIST: 1937-1949	7
	Education and Early Professional Training	7
	Professional Interests in Ethics and Values	14
	Evolution of a "Values-Centered" Philosophy	21
2	MEETING ABRAHAM H. MASLOW AND ALAN WATTS: 1949-1954	29
	Initial Meetings with A. H. Maslow	29
	Initial Meetings with A. Watts	34
	Further Contact with A. H. Maslow	42
3	EARLY PROJECTS: 1954-1957	46
4	FOUNDING THE JOURNAL OF HUMANISTIC PSYCHOLOGY: 1957-1958	52
	The Need for a Journal	52
	Choosing a Journal Title	60
5	SEARCHING FOR A JOURNAL SPONSOR: 1958-1960	65
	Organizing the Journal Board of Editors	66
	Brandeis University as a Possible Sponsor	68
	Journal Title Problems	69
	Various Sponsorship Negotiations	74
	Finding the Sponsor, the Title and the Editor	81

Chapter		Page
6	FOUNDING THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY: PHASE ONE, 1960-1962	89
	The Need for a Membership Group	89
	Publication of the Journal	95
	Organizing the Association	101
7	FOUNDING THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY: PHASE TWO, 1962-1963	109
	A Growing Circle of Participants	109
	Cooperation with Other Organizations	114
	Preparations for the First National Meeting	119
8	JOURNAL AND ASSOCIATION 'GROWING PAINS': 1963-1965	127
	Organizational Problems	127
	The Old Saybrook Conference	132
	More Organizational Problems	134
	Plans for an Independent Association and a Humanistic Research Institute	139
9	EMERGENCE OF THE TRANSPERSONAL ORIENTATION: 1966-1967	148
	Two Disturbing Seminars at Big Sur	148
	A Growing Dissatisfaction with Humanistic Psychology	153
	The Discovery of Huxley's 'Transhumanism'	156
	Metamotivation and a 'Fourth Force' in Psychology	160

Chapter Page

10 FOUNDING THE JOURNAL OF TRANSPERSONAL PSYCHOLOGY: 1967-1968 165

Formulating a 'Fourth Force' in Psychology 165

Choosing the Term 'Transpersonal' 171

Organizing the Journal of Transpersonal Psychology 174

11 COMPLETING THE TRANSITION FROM HUMANISTIC PSYCHOLOGY TO TRANSPERSONAL PSYCHOLOGY: 1968-1970 180

12 CONCLUSION 190

BIBLIOGRAPHY 192

APPENDIXES

A EXPLANATORY NOTES 197

B CITED DOCUMENTS 199

Guide to the Cited Documents 199

List of Cited Documents 200

Documents Cited 209

ACKNOWLEDGMENTS

Many individuals and institutions participated in the events described herein. Some of them also provided materials or other assistance during the preparation of this dissertation.

The Transpersonal Institute, of Palo Alto, provided documents and records from its files. Through the kind assistance of its Executive Officer, John Levy, the Association for Humanistic Psychology, of San Francisco, allowed me to use its archives for research purposes. Other letters and records were provided by Miles A. Vich and Bertha G. Maslow.

The research and resulting dissertation would probably have been impossible to accomplish without the generous support of The Foundation, of San Francisco. I am especially grateful to Werner Erhard for his role in securing this assistance.

Over the years Paul Lloyd has provided support for various projects, including the preliminary planning for this one. His only injunction, "Go, man, go!," allowed me the freedom to proceed as necessary. Another long time supporter, William Hewlett, also funded aspects of the project.

At the beginning of this project the Transpersonal Institute asked me to bring together some of its documents to provide an account of my role in the development of the transpersonal orientation. It subsequently funded the costs of organizing these documents.

I also wish to thank Henry Loring Newnan, Jr. for his early support.

Many individuals have assisted in the preparation of the mass of materials in what came to be described as the "History Project." Michael Searle helped with some preliminary discussions. Bruce Hansen assisted in the preparation of the later drafts of the text. Sonja Margulies provided valuable advice with regard to revising the manuscript.

I want to especially thank my Humanistic Psychology Institute Committee Chairperson, Dr. Eleanor Criswell, for her encouragement and sensitive "light touch" approach to what could have been a professionally and educationally pointless exercise. The other members of my Committee, Stanley Krippner, James Fadiman, and Miles Vich, also provided valuable encouragement.

I am especially indebted to Miles Vich for his exceptional patience, understanding and resourcefulness as editor and advisor during the 22 months of work on this project.

This project would have been nearly impossible without the help of the above individuals and institutions, and I gratefully acknowledge their assistance. It is, however, only proper and accurate to point out that I bear sole responsibility for the selection of documents presented here, as well as the entire commentary upon them.

Anthony J. Sutich

INTRODUCTION

This dissertation is a personal account of my participation in the founding of humanistic and transpersonal psychology between 1940 and 1970. It relies primarily on a variety of unpublished documents and records from meetings, telephone calls, and other personal conversations, all of which are included in this volume.

When this project began I was aware of several possible research methods. A specifically interpretive analysis, attempting to prove one or more hypotheses seemed premature and of doubtful use, given the recency of the events. In contrast, an attempt to establish only the factual basis of the period by using the "objective" methods of scientific historiography (Todd, 1972), would have prevented me from presenting an accurate picture of the feelings and attitudes that influenced my participative decisions and actions.

This dissertation represents a third alternative. It is a personal narrative, based on original documents. In the language of the social sciences, this is a "participant-observer" study. It describes activities that were central to the development of humanistic and transpersonal psychology as it is unfolding in America. Its goal is to establish a coherent and reasonably complete account as seen from my personal vantage point in the midst of the events.

I have tried to avoid the pitfalls of "memoirs" that attempt to reconstruct accounts from memory, hence the large number of supporting documents (I follow the general definition of "documents"

used by contemporary historians (Collingwood, 1956), i.e., all materials in writing, type, print, including manuscripts and hand written notes). These documents are reproduced in their original state (the few exceptions are identified in Appendix B). They are not reconstructions from other documents, from memory, or from other records, but were produced at the time or dates indicated.

Due to the mass of material cited, three styles of citation are used:

Explanatory notes are numbered in the text (1, 2, 3, . . . etc.) and appear in Appendix A.

Documents are cited by month/day/year, e.g., (5/24/1948, Sutich) and are available chronologically in Appendix B.

Published references are cited by author/year, e.g., (Sutich, 1949) and appear in the Bibliography.

As is often the case with the use of original documents, those included here are occasionally flawed, deteriorated, or have missing pages or enclosures. In some cases the originals have disappeared, or are unavailable, and only file copies could be included.

I first became interested in compiling a history of humanistic psychology early in 1967. I discussed it with Miles A. Vich, Abraham H. Maslow, and others, and then approached a foundation for the necessary funding (6/5/1967, Sutich). Further discussion followed (8/3/1967, Sutich; 8/8/1967, Bugental). In September of 1967 the prospects for the development of transpersonal psychology

convinced me that I would have to postpone the proposed history of humanistic psychology (10/10/1967, Sutich).

Shortly before Miles Vich concluded his two and one-half years as editor of the Journal of Humanistic Psychology (1968-1970), he reminded me that our files contained many documents that would be of value in any written history of that journal and of the Association for Humanistic Psychology. We decided to assemble the relevant materials and maintain a file of them for archival purposes. The unpublished documents presented here represent a substantial portion of that collection. Many of the letters exchanged between Maslow and myself, uncatalogued, have found their way to the Archives of American Psychology in Akron, Ohio. Some of the organizational communications were made available to me by John Levy, Executive Officer of the Association for Humanistic Psychology.

In an account such as this, the subjective interpretations that are possible are almost infinite, hence I have tried to limit the discussion to a presentation of the events and facts as I witnessed them. I ask the reader's indulgence for the unavoidably frequent use of "I" and "my." The concern that continuous references in the first person might appear egotistical or self-centered had to be balanced against the need to avoid the artificiality and complicated circumlocutions of the third person, such as, ". . . the author then said . . .," etc., etc.

The record of my first decade of professional development is presented at the outset on the assumption that it shows a good many of the events and ideas that laid the groundwork for the more than two decades of close professional and personal relationship with

Abraham Maslow. After considerable discussion with my long time friend and colleague Miles Vich, I concluded that the founding phase of both humanistic and transpersonal psychology was completed in 1970, roughly coinciding with Maslow's death. There has been a continuous development since then for both psychologies. Interesting as these last five years may be, they are outside the scope of this dissertation.

Chapter 1

FIRST YEARS AS A COUNSELOR AND PSYCHOLOGIST: 1937-1949

Education and Early Professional Training

The preparations for my career in psychology were somewhat unorthodox. Due to the disabling effects of progressive arthritis I was forced to leave school after completing the ninth grade. My medical prognosis at age 18 (April, 1925) was negative; I was told by my physician that I had only a few months to live.

Unexpectedly, in November of the same year, something that is called a "spontaneous remission" occurred. Nevertheless, I found myself "totally and permanently disabled" according to medical criteria, being completely immobilized and unable to use my hands. Within a few months I became used to thinking of having a possibility of living a year or so. As time went on, the year became two years and more.

All of my senses were intact. Born with an almost endless supply of energy and very wide range of interests I involved myself in any activity I could participate in, thanks basically to the support and encouragement of my mother.

A family relative, Frank Belovich, who was a roomer in our home, became interested in my general development (intellectual, cultural, musical, scientific, aesthetic, etc.) and continued as my principal mentor for the next 20 years.

Although music was and is my first love, I began to read everything I could find in science, literature, comparative religion, and

political theory. The reading led to innumerable discussions with Frank and friends. Later the discussions somehow led to a "behind the scenes" planning and advisory role in local political and labor movements of the Depression years. I also began to read more in the fields of psychology and social sciences. I lived with my family, in their home, until 1937. Then, with the assistance provided by the new Federal Works Progress Administration, and my sister's help, I moved to Palo Alto, California, and faced the problem of becoming self-supporting.

I tried my hand at selling magazine subscriptions by telephone. I found it to be completely unsatisfactory and abandoned it after three weeks. Shortly after that I met a mail carrier who, much to my surprise, was intensely interested in psychology. One day he asked me to help him with his work as "Skipper" (adult leader and counselor) of a local Sea Scouts group. Around that same time my W. P. A. housekeeper introduced me to a blind woman.[1] Rather regal in bearing and active in Palo Alto society, she had originated the Palo Alto Society for the Blind. She needed help with the organizational and the many functional aspects of conducting the Society. Soon after, she asked me to do counseling whenever necessary with members of the Society.

Apparently, in the course of a conversation, I had casually mentioned to her that I might benefit from some guided reading in psychology. I had forgotten this when one day she called to tell me that she had arranged for me to receive tutoring in psychology from three Stanford doctoral candidates. I accepted, and this constituted my first formal experience in the study of psychology.

My relationship to the tutors was unorthodox. Initially I was

given assignments mostly in elementary textbooks with which I was already familiar and did not care to re-read. Consequently, I managed to change the tutoring process to a question and answer arrangement. At 30 I was several years older than the tutors and had participated in many tough legislative campaigns and other causes. I pushed hard to develop an orientation and asked any and every question that came to my mind, such as, "Why was there so much disagreement between the content of academic psychology and the far more interesting (to me) works of Adler, Jung, Horney, etc.? Is there any relation between barometric pressure and maladjustment?" The tutors were continuously cooperative and it was a pleasure to study psychology with them, especially because they gave me full freedom of action to inquire about the views of every psychologist known to me, or to them.

My work with the tutors did not interfere in any appreciable way with my volunteer counseling work with the Boy Scouts, Sea Scouts and the Palo Alto Society for the Blind. Within a couple of months after the tutoring arrangement began I also started working with clients on a service-for-fee basis. I could not make up my mind about what to charge my first client. He left without knowing whether I was going to charge him or not. A few days later he arrived with a Chihuahua dog which he presented to me as a gift. I was very pleased and thanked him. The dog's natural habit of skipping from one place to another, combined with my experience with the Sea Scouts, led me to call him "Skipper." A week or so later one of the contributors[2] to the tutoring fund, stopped by for a visit. I told him about the "pay" I had received from my first

client. He looked at me for a moment and then said, "Don't you think it would have been better to call the dog 'Fee'?" Although we laughed about this I did become aware of the fact that a client had decided to give me something in exchange for my services.

Several clients later I was visited by Mrs. Frederick Terman.[3] She knew about the work I had been doing unofficially for some time, and told me that it was as good as that being done by any professional in the area. Her response to the story about the dog was to pressure me to promise I would charge at least $2.00 per interview henceforth. It was only later, when one of my tutors asked me to be his therapist, that I began to believe I could work for a normal professional fee.

During the 1938-1939 period I also benefited from many informal conferences with Mrs. Terman. We talked about her field, remedial reading, and her clients at a nearby "progressive" elementary school. This broadened my understanding of some of the applied aspects of psychology and educational theory and practice.

After 15 months the tutoring arrangement ended in 1939 when the funds were exhausted. However, I had gained so much momentum during the time I had spent with the tutors that I felt I could proceed quite well on my own in clinical and counseling psychology.

In my counseling work I was dealing with individuals who could easily qualify as "normal," in the sense that "normal" implied at that time. They paid me for my services and terminated the relationship when they thought best. Some of them I considered healthier than the so-called normals, in that they were seriously concerned about the improvement of their personalities or behavior. Others were

concerned with whatever I could do to help them decide on occupations or change from one kind of work to another, etc. For all of them this meant hard work -- psychological work -- and they were willing to spend time and money on it.

At this time I was also intrigued by the work being done in the field of semantics. Through my sister, who was employed as the Assistant Director of the local Children's Museum, I learned that children who had reached the age of 13 or 14 were ready to drop out of the Museum's activities because they no longer wanted to be referred to as "children." It was in this connection that in 1940 I recommended that the title be changed from "Children's Museum" to "Junior Museum." My sister agreed and the recommendation appeared at the conclusion of a survey that she made of 40 children's museums throughout the United States. The local Museum Board adopted the title "Junior Museum" for its facility and soon a much higher percentage of young people, 13 years of age and older, were participating.

This practical application of semantics came at the same time that Mrs. Terman was urging me to find someone to take notes on the ideas that I was generating in our informal conferences. I was particularly interested in what appeared to be problems and deficiencies in the theory and practice of clinical psychology. I had earlier learned from the tutors that, in addition to reading as much psychology as possible, I would have to publish in the professional journals if I were to get anywhere in the field of psychology. It was my good fortune to quickly find expert volunteer secretarial help. Within a few months I had developed enough written material on a variety of

psychological issues to send it to a friend, Ernest R. Hilgard, then Professor of Psychology at Stanford University. He responded favorably to the material I had sent him and outlined several papers on which I might work. His suggestions and encouragement (4/23/1940, Hilgard; 6/2/1940, Hilgard) and that of Mrs. Terman, eventually resulted in my decision to publish "Proposed improvements in terminology relating to personal psychological problems" (Sutich, 1941).

In the late 1930's I, like many others, became increasingly concerned that the rise of fascism in Europe could threaten democracy in America. My growing knowledge of psychology helped me to write a petition protesting the persecution of the Jews in Germany, which others helped to circulate among the Stanford faculty. The petition was sent to Berlin in 1938. Within a few months after the United States entered the war, four Stanford professors contacted me with a view to cooperating with them as an "idea man." We were concerned with political action in support of Allied war action. We held meetings at my home, once each week, for several years, up to the time Germany surrendered.

Not too long after the invasion of Western Europe the Nazis moved south into the Balkan peninsula. My parents had emigrated in 1906 from a section of that area, since renamed Yugoslavia. They were married in Tacoma, Washington, where I was born, the first of four children. I became bilingual in English and Serbo-Croatian, the primary language of the invaded Yugoslav area. Of the several hundred thousand Yugoslavs living in America when World War II started, approximately 100,000 lived on the West

Coast, and the San Francisco Bay Area was one of the centers of political opposition to the Nazi invasion.

Through various Yugoslav fraternal and other organizations I began to receive requests for the translation of Serbo-Croatian material, primarily for the purpose of supporting the "Partisani" (guerilla) anti-Nazi activities throughout Yugoslavia. My chief function in relation to this material was to translate it and send copies to Alan Cranston,[4] then head of the Balkan Division of the U. S. State Department, where it was processed and radioed by shortwave from Boston to the Yugoslav area.

The pull of things that needed to be done in psychology and in the war effort was continuous. I always had a surplus of energy and was restless and ready to plunge into nearly anything meaningful that appeared on the scene. Through Mrs. Terman I became acquainted with a medical advisor at Stanford University.[5] He had initiated a summer course in mental hygiene and wanted to improve the content. He needed help in restructuring it and felt I might be able to contribute something from my knowledge of psychology. We redesigned the entire 1941 course. According to his report at the end of the summer session, the new course was very successful and he wanted me to work on further improvements the following summer. Unfortunately, the outbreak of the war on December 7, 1941, terminated our plans. He enlisted in government service.

About the same time in 1940, a vice-principal of a local high school heard about me through several students with whom I had worked as a counselor or therapist. He had a talk with me during which I suggested that seniors in high school could probably benefit

from an elementary course in psychology. He agreed and asked me to prepare some material. I began with stimulus-response and other elementary concepts. He had read considerably in the psychology field and as I provided new material he gravitated toward the psychology of adolescence, the kind of subject matter in which his students were most interested. However, within a few weeks parents began complaining to the principal that their children talked too much about problems they had with their parents. The parental protests were so vigorous that the class was cancelled and my involvement in the course was ended.

Professional Interests in Ethics and Values

I was still consulting with the Palo Alto Society for the Blind in the early 1940's and I was called one day about dissension that had developed among various members of the society to the point where it was disrupting their meetings and activities. The dissension was based on individual religious and political differences. The Society supported the war effort officially, so it seemed desirable to discourage specific religious and political issues during meetings and other social gatherings of the Society. I proposed this and suggested a very brief "Code of Ethics." It was basically an agreement that 1) political and religious issues would not be discussed at official meetings and, 2) there would be no restriction whatsoever with regard to what the members wanted to do outside the meeting. This solution was satisfactory to all concerned.

Democratic rights and political equality were basic interests for me. Coming from an ethnic minority group helped me to be

aware of equality as a large issue -- politically, economically and psychologically. I still remember the celebration of the 19th Amendment in 1920 when its adoption gave equal voting rights to women.

During 1942 and 1943, especially after reading the works of Alfred Adler and Carl Jung, I began to take notes on the ramifications of the psychological concept of equality (1943 "Notes," Sutich). As this note-taking proceeded I began to feel a determination to propose a code of ethics for the psychology field. The project initially seemed to be vital but when I also considered my position as a newcomer to psychology it seemed to be a presumptuous and pretentious effort. Nevertheless, I decided to go ahead, especially because human values in general, as well as specific ethical considerations relating to them, were becoming increasingly important in my professional work. Following the tutoring period, while working as a counselor, I became distressed by certain professional practices. One of them was the idea that it was proper for the psychologist to use flattery. Another was to permanently withhold from the client material available from test findings. In addition, there was the practice of the psychologist assuming a dominant attitude which tended to keep his client in a position of inferiority. Also, I was opposed to the prevailing and excessively directive approach with persons who were quite capable of meeting the accepted criteria of normality. I was equally opposed to some aspects of the non-directive approach that went to such extremes that new clients were allowed to suffer for long periods of time,

at least initially, because they had no knowledge of how to function in a psychotherapy or counseling relationship.

In my own practice at the time, whenever necessary, I offered the client an opportunity to talk about the counseling relationship and how it works. I encouraged him to ask whatever questions might come to mind, whenever he chose to.

For instance, a new client might start by saying, "I don't know what to say, or where to begin." Sometimes he would remain silent as long as I remained silent, obviously embarrassed or bewildered. His situation was a painful one for me too. I quickly hit upon the idea that a brief introduction to therapy at the outset might be a good way to help him. In some instances the first interview turned into what I got around to calling an "orientation phase." At times I felt and expressed to the client that a brief introduction to what usually went on in a therapy process would give him an opportunity to help me and help him feel more secure in going ahead. On the other hand he would be in a better position to back away from any attempt to get into therapy if he concluded there was not enough rapport between us. My thinking about the functions, limits and purposes of therapeutic relationships was continuously evolving as I accumulated therapy experience. It finally became clear to me that nothing short of a tentative structure of individual and mutual rights and responsibilities would make me comfortable as a professional therapist.

Beginning in the summer of 1942, and for more than a year thereafter, I worked on a Code of Ethics for psychologists. I sent the resulting proposal to Hilgard who forwarded it to Gordon W.

Allport, editor of the Journal of Abnormal and Social Psychology. Allport (10/11/1943) replied directly to me:

> Via Dr. Hilgard I am returning your interesting manuscript with certain editorial suggestions. If you are willing to consider them I believe that we may be able to make arrangements for the publication of your paper in this Journal. It strikes me as distinctly provocative and timely, also as unusually original . . .

His approval was startling. Hilgard (10/13/1943) congratulated me and suggested I communicate directly with Allport in the future. I did, and, following Allport's editorial suggestions (12/1/1943; 1/14/1944; 2/18/1944), the paper was published under the title "Toward a professional code for psychological consultants" (Sutich, 1944).

The response to the ethics paper was varied. Carl Rogers was "interested" but did not entirely agree with it (11/2/1944; Rogers). Helen Sargent published a critical response which nevertheless recognized the value of proposing such a code (Sargent, 1945).

It now appears that publication did make a difference. In October, 1944 I learned that I had been elected to a Division of the American Psychological Association, the Society for the Psychological Study of Social Issues (10/11/1944, Allport). It was my understanding that several recommending psychologists knew of my earlier work in social legislation[6] and felt it was logical that I should be invited to join them.

After the 1944 ethics paper was published I sent a copy to the philosopher John Dewey. I had read most of his books and knew a number of teachers who applied his progressive educational philosophy in the elementary school mentioned previously. (Dewey (10/18/1944)

replied to my letter and paper and I was especially impressed by his remarks on the social sciences:

> . . . Beyond my immediate interest in the paper on its own account, it came to me while I was getting material together for a piece on the connections of the social sciences with ethical values - or with values generally if one prefers to omit the word ethical. I think your paper is in line with the main point I wanted to make - namely that the subject matter of these sciences is intimately bound up with facts that are of the kind called values and valuational, and that there is a false neutrality, or so called "objectivity," which ignores the distinctive traits belong(ing) to such facts in their value capacity, an attitude which seems to me to account, largely, for the relative failure of social science . . .

This view of the place of values in the social sciences paralleled my own thinking about psychology. It was when I read Myrdal's An American Dilemma (1944) that I became thoroughly convinced of the importance of understanding the influence of values in research in the social sciences.

My editorial contact with Allport led to a fruitful correspondence. On August 11, 1945 he wrote:

> Like you I am an admirer of Myrdal's book, including his methodological thinking. It seems to me that psychology has long been side-stepping the task of discriminating among values, with the result that a kind of pallid fetish of "adjustment" has resulted. Ethics creeps in the back door, but only a sort of tramp ethics, while "scientists" shoo cultivated ethics out the front door with the broom of operational methodology.
>
> I certainly did not mean to discourage your methodological efforts to secure underpinnings to the Code. It was only that, as you handled the subject at that time, I didn't think you succeeded in making explicit what psychologists as democratic citizens felt in their bosoms. What is more, out-and-out ethical writing is, I am persuaded, the hardest type of writing. The traps are self-evidency, piety, or solipcism.
>
> You certainly succeeded in getting something long needed into print. I suspect in coming years we'll hear more and more about the subject. The

> live interest in training programs for clinical psychologists will soon see that the central question is "training for what?" . . .

Shortly after the publication of the proposed code of ethics, several psychologists, among them Lewis A. Terman (10/27/1944), recommended that I expand the article into a book. I developed some introductory material which dealt with the basic theoretical considerations underlying all codes of ethics. Then it became clear that a thorough-going effort would require years of additional work. In 1946 I abandoned the ethics project. Although I had been invited to participate on a national board of ethics, I was "sick of ethics"! Some of the leftover material appeared in a list of "Counseling Principles" (1946, Sutich) which I sent to Allport for consideration. His comments (5/2/1946) encouraged me to redirect my thinking from ethics per se to the concept of psychological "growth." During the next few years "growth" became a central aspect of my work as a therapist. By 1948 I had written a manuscript, "The growth experience and the growth-centered attitude," but made no attempt to publish it until later.

During the war period of the 1940's I studied the patterning of expressions used by my clients. I discovered that, in general, my clients tended to express one consistent characteristic -- a feeling of inadequacy. I learned this by compiling, over a five year period, a substantial number of written verbatim accounts of negative feelings and attitudes actually expressed by clients. I made no effort to publish my findings.

In 1943 I became interested in group therapy and organized a group of nine members. It turned out that the members were either

conservative, liberal or leftist, politically. In addition to the personal problems discussed, including the usual problem of inadequacy, the question of dominance was raised. One of the group members was a Marxist. She had a strong tendency to aggressively dominate in the group. When her attention was called to this, she replied that anyone who was a Marxist was a superior person and therefore had a right to dominate others. The immediate and heated discussions that followed involved every member and brought out into the open the problem of authoritarian vs democratic attitudes in personal and other relations.

Although the political issues were never resolved, there were personal changes. A brief survey, at the end of two years of weekly meetings, produced the general conclusion that, as a group, we had become warmer toward each other and less defensive about our respective ideological positions. Near the end of the war I noticed the variety of conservative, liberal and leftist clients in my practice. It was somewhat puzzling to me that individuals interested in Marxism, mysticism and various conservative philosophies seemed to be "at home" with me. The common bond seemed to be a general sense of "rapport." This related to the term "empathy," which was just then coming into professional usage.

Whatever his ideology, if there was rapport or empathy, then I could work with a client. But the client was not the only person I was working with. Indirectly, and in ways that were vital to him, he was a husband, or son, or she was a wife, or daughter, parent or friend. In some individual cases there were 30 to 40 people affected by changes occurring in the client during the course of his work with

me. Obviously the client was not in a totally one-to-one therapy relationship with me. Client-centered therapy was more widely known by 1946 and I began to see it as being limited by too narrow an assumption about the one-to-one relationship.

I puzzled for some time about an alternative. Gradually it dawned on me that "values" was the key word I was looking for. The client's values functioned in relation to the therapist and in relation to others. Any changes in his framework of values meant consequences, sooner or later, for others as well as for himself. If the shift in values was extensive enough to be described as a constructive personality change, in accordance with Rogers' (1942) description, then the change in his values structure might become significant to a considerable number of people.

I began to think of my work as "values-centered therapy" and wrote a paper with that title. It was, however, increasingly difficult to find anyone with whom I could discuss the general subject of values in the therapy field. The climate in psychology was becoming more and more restrictive. Behaviorism was emerging in all directions with increasing speed, and publication of my paper seemed out of the question. In a moment of discouragement, late in 1946, I had my secretary throw it away.

Evolution of a "Values-Centered" Philosophy

The circumstances of my life, combined with an energetic curiosity, had led me to read and consider nearly every major Western philosophy and religion. In the 1940's the Eastern systems began to seriously interest me. Two of my friends were members of

the Vedanta Society of San Francisco. We would meet from time to time and discuss the Society's literature. This led to my first contact with Swami Ashokananda.

The Swami impressed me as a man of considerable intellectual development. One of his lectures is particularly memorable. In it Ashokananda made a strong case for the value and validity of scientific investigation directed toward the inner realm of human potentialities, especially the spiritual potential. He recognized the importance of a systematic methodology for such an inner investigation and pointed out that the appropriate methods had existed in Asia for many years, yet were almost totally unknown to Westerners.

With one of my friends acting as a courier I began a series of exchanges with him. I had read the works of Swami Ramakrishna (1907) and one of his successors, Swami Vivekananda (1948). The latter visited the United States briefly in 1900. At that time he suggested that Americans would possibly arrive at an openness to Eastern teachings through the effects of political action. This seemed to contradict the apparently excessive detachment of the San Francisco Vedantists with regard to the war effort, and I raised the issue of these apparently inconsistent views with Swami Ashokananda. In his next message to me he said he appreciated the point I was making but added, "Tell the young man to never forget the vision." Presumably he was referring to enlightenment.

By 1947 a neighbor had modified the interior of an automobile so that I could be taken on short trips and eventually for long cross-country journeys. In the summer of 1948, while on vacation, I went to Ojai, California, to hear a series of lectures by Krishnamurti.

Fifteen or twenty residents of the Palo Alto area also went there for the same reason. As a group we constituted what at that time was described by some of us as "the lunatic fringe."

Krishnamurti was much more enjoyable to listen to than most of the psychologists I knew. Unfortunately his lectures were abstract to the point of vague generalities about "Reality." Frequently he warned about the risks of over-identifying with just about any thing or person imaginable, because one might end up in a fixated position. At the end of one lecture I had an opportunity to talk briefly with him. Someone had given him a Rorschach test in Washington, D. C. several months before and I asked him about it. He avoided the subject. In general, our conversation was a disappointing experience. He struck me as a cold, detached, rather negative person. It was his lack of warmth and humorless manner that made me feel that something was lacking in Eastern mysticism.

During the late 1940's my interest in mysticism was intensified when I read Swami Akhilananda's Hindu Psychology (1946). What I remember most vividly was Gordon Allport's introduction to the book. I was very impressed by Allport's courage and open minded interest in the subject considering the scientific atmosphere of the day. I felt a great deal of admiration for him and had a renewed appreciation of what he had done for me. The example of Allport may have encouraged me not to give up completely in the pursuit of a more comprehensive approach to psychology.

In 1947 I met a consulting psychologist, Helen Margulies Mehr. She became interested in my career as a psychologist and I became interested in her work in Rorschach testing and began to refer clients

to her. I recommended and she agreed to translate the usual Rorschach technical jargon into a statement that was much more understandable to the client. For instance, it made much more sense to the client to be told that he had a tendency to withdraw or become more detached in relationships than to hear about a "schizoid tendency." Schizoid was a loaded and sometimes frightening word which could easily mean "schizophrenia" to the client.

Mehr tested quite a number of my clients. I made sure that they were completely informed of the findings. Mehr liked my approach and we developed several modifications of the test procedures over a period of time. She urged me to write or co-author a paper describing the method used. I reluctantly resisted doing either, but I did describe the method to other psychologists who adopted it in their own practices.

It was several years before I realized that my reluctance to write about the use of Rorschachs was largely due to my feeling that the findings were too comprehensive to be accommodated by the narrowness of prevailing professional theories and practices. Perhaps the worst example of narrowness was the monopolistic hold of behaviorism. For non-behaviorists there seemed to be no way out of the problem of finding an outlet in "official" publications, and no point in trying to do anything about it. Except for Helen Mehr, who was both colleague and friend, I felt isolated from local professional psychologists. There was very little I could share, especially with the behavioristically oriented psychologists at nearby Stanford University. Even though I had occasional contact with Hilgard,

there was a very real disappointment in seeing his exciting plans for departmental changes gradually dissolve in the behaviorist wave of the late 1940's.

In November 1947 the American Psychologist published Laurence F. Shaffer's "The problem of psychotherapy." I felt encouraged to write to him (5/24/1948, Sutich) outlining my experimentation with modifications in the theory and practice of non-directive counseling. Most of my letter dealt with therapeutic methods I was using and the concepts of "growth," "growth-centered," and "growth-minded" as optional terms in counseling. Shaffer's reply (7/13/1948) was candid and his reactions were both positive and negative. It was apparent that he was not completely sympathetic with the concept of growth as dealt with either by Rogers or myself, and that he had misunderstood several aspects of my working methods.

Months later I responded to his reply (11/10/1948, Sutich). Although I was irritated and disappointed by Shaffer's position, I had gained a much clearer picture of my general position through the process of responding vigorously to his remarks. This correspondence with Shaffer did not continue. For a while I lost all desire to publicly argue for attention to values and growth as concepts that were central to the practice of psychology.

In the midst of this general state of frustration and discouragement I met a young man, Ernest Oppenheimer,[7] who had received a Ph. D. in Social Science from the University of Chicago. Within a few months he and I, and several friends,[8] along with 40 other individuals, had organized the Fellowship for Creative Living.[9] I

was very much interested in creativity and proposed the organization's title while working on the statement of purpose (11/1949, Sutich, et al):

> . . . . The purpose for which this organization is formed is:
>
> To promote creative living through increasing self-understanding and growth in fellowship, making use of any and all procedures and activities, religious, philosophical, artistic, scientific and others, which may prove to be suitable to this end.
>
> To undertake, engage in, support, conduct and carry on enterprises for the physical, mental, moral, psychological and spiritual welfare and betterment of ourselves and of our fellow men; to participate in meetings, lectures, discussions, consultations and group endeavors looking toward the enhancement of the broadest creative potentials in us as individuals and as relational beings . . .

This kind of activity was rather "soft-headed" as far as my "I. Q." oriented friends at Stanford were concerned and I asked the other organizers of the Fellowship not to let it be known that I had recommended the title. All of the members of the Fellowship were interested in group therapy, as well as the study and discussion of psychology that related to personal development and human relationships. Initially I was the only local professional psychologist in the Fellowship and conducted its three therapy groups.

We had a regular Sunday morning discussion group primarily concerned with new books. Recommended reading became a formal part of the activities. Saturday evenings were social gatherings, essentially. A careful approach was made toward acquainting many aspiring counselors with the requirements and responsibilities relating to serious, as opposed to casual, informal counseling work. There was a mixture of emphasis on spiritual as well as emotional development. At no time was there downgrading of one-to-one

therapy; five or six of my own clients participated in the Fellowship as members of the three continuing therapy groups.

Oppenheimer's contribution as Director was manifold. But before long this slim, handsome young man, with large, soulful eyes, was pursued to exhaustion by an endless number of female admirers. He resigned and was succeeded by a doctoral candidate from the University of California at Berkeley, Abel Ossorio. Ossorio participated as a group member and simultaneously recorded the group therapy sessions for the purpose of studying group processes. This research is reported in his dissertation, "The social dimensions of personality: individual structure and process" (Ossorio, 1950). Upon the completion of his research Ossorio resigned and was succeeded in the directorship by Erika Chance who was also a doctoral candidate interested in group therapy. Unexpectedly, the group therapy aspect of the Fellowship was disrupted by an explosion of interest in Dianetics (Hubbard, 1950). Most of the members read Hubbard's book but the new director flatly refused to either read or discuss it. Within a few weeks the entire organization disintegrated. Thus ended the brief history of our experiment in fellowship.

In some ways the Fellowship was an early experiment in the kind of activity that later characterized "growth centers" such as the Esalen Institute. The emphasis was on creative living, especially with regard to extending it over the entire range of the human potential. It became a vital part of the pattern of values that I had identified with in my activity as a psychologist during the previous

decade. It fitted in well with my deep interest in human rights, needs, responsibilities, equality, and growth -- in other words, my value-centered outlook.

Chapter 2

MEETING ABRAHAM H. MASLOW AND ALAN WATTS: 1949-1954

Initial Meetings with A. H. Maslow

I first heard about Abraham H. Maslow from a friend, Fern McGrath, who was also a friend of the Maslow family. I wrote to Maslow on November 24, 1948:

> I understand that you have recently been working on something that has been vaguely described to me as the "extremely well-adjusted personality"; alternatively, the "super-normal personality." The reference to your work came up as the result of my exploratory and experimental counseling work on what I call the "growth-centered attitude" ("growth-conscious" or "growth-minded") as the "core" of a "full-valued personality." ...

I also discussed the limitations of the "well-adjusted personality" and the "growth experience" as objectives of the non-directive counseling relationship. In conclusion I wrote that I would be glad to send him some of the material I had sent to Shaffer. I have no record of a reply from Maslow and I was disappointed.

One day in March, 1949, a client came in for an interview. At its conclusion he said, "There's a guy named Maslow in town. He's staying in Berkeley and visiting his brothers in Livermore, where they own a cooperage. He's a rambunctious guy like you and the two of you ought to get together." I was quite interested and asked him to arrange a meeting.

A short time later Maslow phoned and we met for two and one-half hours of intense conversation. It was a case of immediate rapport. I remember that he paced back and forth, expressing

himself vigorously all the while. I could not help but notice how angry he was. I felt sympathetic; I, too, was angry over the dominating behavioristic attitude in psychology.

Prior to this conversation I had not heard of the term "self-actualization" and Maslow described how he had been collecting notes on the subject for several years. During a chance meeting with an editor of the Journal of Personality, Maslow had some of th notes in his pocket and the editor asked to see them. They were soon published. At the time Maslow was a nationally recognized experimental psychologist. After a short while, however, he noticed that previously friendly colleagues began to avoid him. This development became worse as time went on.

I was very much impressed by Maslow's direct and sometimes blunt way of talking. After some general discussion he asked me what I was doing. I told him I was working on a number of papers but that I had no real hope of getting them published because the field had changed so much over the 12 years I had been in it. In quick succession he asked me, "Do you know _____ on campus? Do you know _____?", etc. In each case I had to answer "No." The only exception was Hilgard whom I did not see very often. I added that I had so little to do with most psychologist in the area that I was a "sort of maverick." He surprised me with his response, "You're damn lucky; stay that way!"

I began to see why my client had said of Maslow, "There is no university in the country that would hire him. He's full of ideas and he would turn any department upside down in two years."

I could see that Maslow was an outstanding psychologist

expressing a reasonable anger and indignation about his situation. Nevertheless, I could not help saying something to him that I also felt might offend him, "I know how you feel and I feel pretty much the same way but I think your views would be more effective if you could tone down your anger just a bit." He paused and then said, "Thanks for the suggestion." He obviously meant it. (It must have been seven years later, during a visit with me in Palo Alto, that I noticed how much his expression had softened. I asked him whether he would like me to tell him what changes I saw in him. He was interested and I vividly remember that, as I went through a list of five or six apparent changes, he kept encouraging me to continue by motioning with his hands and smiling, and saying, "More, more!")

Maslow turned to a discussion of clinical issues. At one point he suddenly stopped and asked me, "What in hell are you doing out of the Clinical Division?" My answer was, "I don't know." We explored the fact that the Clinical Division (of the American Psychological Association) was not clearly defined. It had not occurred to me that I was primarily involved in clinical work in private practice. The label "counseling psychology" did not seem to fit the work I was doing. Too many of my cases went beyond the length of the typical counseling case. I preferred the more difficult cases and found it necessary to work at a level that was closer to, if not actually, psychotherapy. It was this discussion with Maslow that led me to apply for membership in the Clinical Division of the A. P. A.

Later in the conversation he asked to see the papers I had outlined. There were eight or nine and he picked up the one I had

completed. It was the "Growth-experience and growth-centered attitude" paper. He asked if he could read the paper and after a few minutes of intense concentration on it said, "You've got to get this published no matter where. Have you heard of the Murchison publications?" I told him I had subscribed to and read them for a number of years. He said, "All you have to do with this paper is drop the editorial 'we,' and send it to the Journal of Psychology."

We spent the concluding half-hour of our visit talking about a considerable number of psychologists, sociologists, philosophers, and others. We parted good friends and, shortly after, I visited him in Berkeley where I met his wife and two daughters. Thus began twenty-one years of continuous and close professional collaboration and personal friendship.

Our meeting had a tremendous impact on me. At last I had found someone in the field with whom I could talk freely and without concern about limitations.

The feeling of being professionally isolated began to dissolve. Within a month the "Growth-experience and growth-centered attitude" manuscript was accepted for publication (Sutich, 1949). Its appearance in print was gratifying but the fact that it had to be published in a periodical (Journal of Psychology) that was not an "official" part of the mainstream was disturbing.

Another development, this time locally, was Hilgard's generous invitation to me to attend a graduate seminar at Stanford. Once each week I would be carried on my guerny (a specially constructed four-wheel stretcher with detachable telephone, reading stand, and other

devices) up three flights of stairs and parked at some convenient location near the seminar table.

Although I was welcome and could have continued attending, I gave up when the academic year ended in the summer of 1950. What was presented in the seminar, on the theory and practice of clinical psychology, was so different from my own views that the gap could not be closed. The seminar's content was consistently psychiatric, predominantly psychoanalytic, and not directly concerned with the growth-oriented perspective with which I was deeply identified.

One of the participants in the seminar was a client of mine. I did not agree with his psychoanalytical orientation and he did not have much of an inclination toward my growth orientation. Nevertheless, in terms of his own judgment he made a great deal of headway in his own therapeutic relationship with me.

I liked him. He was bright and vigorous and had no inhibitions about expressing his professional views. When he ran out of funds for therapy we decided to do something unorthodox. I proposed an exchange arrangement: He would be my client for six months and then we would switch and I would become his client for a corresponding period of time. Despite the unconventional arrangement, both of us benefited greatly. I must say here, however, that he appeared to be one of the very few psychologists that I knew of in the San Francisco Bay Area who had sufficient imagination and courage to go ahead with the kind of arrangement we had. Curiously enough, neither one of us changed the other's basic professional orientation.

There were very few visits with Maslow between 1949 and 1957,

but one of them was memorable. He had been invited to present a lecture at Stanford. I attended with the permission of Hilgard who was then Chairman of the Psychology Department. I was told by a student that the whole Department would probably appear for Maslow's lecture, "gunning for him." As far as I could tell, all of the Departmental faculty did attend his presentation. During the question period that followed Maslow's reading of prepared material, I saw the best performance I have ever seen in a psychology colloquium. One Department member after another asked an obviously barbed, sometimes hostile question, only to be cut down by Maslow's rapier-like answers. He had no difficulty defending himself but it seemed that no one's thinking was changed. I was able to see more clearly the difficulties Maslow faced in presenting his views.

In the 1949-1950 period there were many changes for me and I decided to reexamine my overall situation and re-evaluate my professional life. I realized that I liked the general trend of the projects I was pursuing (I thought of them as a sort of "pioneering"). I enjoyed being involved in activities in the tradition of "a 'go-ahead' spirit, inventiveness, association, equality and optimism" (Cawley, 1952).

Initial Meetings with A. Watts

I felt open to all kinds of new ideas and it was at this time that Alan Watts appeared in the San Francisco Bay Area. I was introduced to him by Felix Greene (1961), who, like Watts, was a British expatriate and author. Watts and I had long conversations.

Frequently I would ask him one question after another and the more direct they were the better he liked them. He seemed to want more and more questions and I marvelled at his readiness to respond without hesitation. This gave me a wonderful opportunity to further develop my interest in mysticism and psychotherapy. The more I talked with him, the more I read about mysticism. In addition to Watts' books I read everything in mysticism I could get hold of. This carried me into the works of Sri - Aurobindo (1948), Besant (1897), Blavatsky (1927), the Bhagavad-Gita (Isherwood, 1947), Muller (1899), the Upanishads (Radhakrishnan, 1953), and a variety of books dealing with yoga.

One day in July, 1952, Watts telephoned me. He came the same afternoon for a long visit. He said that the small foundation which had been funding the writing of his previous books would not be able to provide support for the next one. He added he needed money and thought that I might be able to give him a quick course in counseling work. His plan was to use whatever I could teach him within a few weeks and then he would let people know that he was available for counseling work. I agreed to do what I could with the understanding that there would be no fee. We began "training sessions" immediately. I asked very pointed questions (1952, Sutich) and he answered spontaneously. Within two weeks I saw him for three or four intense sessions of about two hours each.

Our conversations were lively, affectionate, and wide-ranging. The following verbatim notes made after our July 13, 1952 telephone call are illustrative:

W. What are the legal factors doing work with a lay-psychologist?

S. Someone asked me whether I was sure about not getting into legal difficulties in doing counseling work. Are you actually doing counseling work?

W. Yes, to some degree, in a very limited way. Of course, if I run into a borderline case, or see that the person is pretty disturbed, I'll refer them to an analyst.

The rest of this phone conversation was mostly about the still quite confused situation with regard to the licensing of psychologists, counselors, etc., including the definition of said field.

A curious thing: why the phone call now after Watts had told me at a lecture that he was sorry he hadn't returned the Sullivan book (Sullivan, 1947), one of these days, and that he hadn't read it all the way through.

Talked with Don [10] about this later on in the afternoon and he also is most curious about this development in view of the three hour intense conversation with Watts at his house last Winter.

Another meeting followed on the 14th:

Watts was to have come in at 12:45. Instead, he came in at half-past 11. And it later developed that he had another appointment at 12:15. Fortunately, the morning appointment had been transferred to this evening.

Watts' parents are arriving from England. They are in their 70's. He himself has been in this country since he was 24. He is now 37.

He returned the Sullivan but didn't talk about it, mostly because I was interested in finding out why he was going to do counseling work, what kind and where and how did it fit in with Zen Buddhism.

S. I don't understand on just what basis you are going into counseling work and I am curious about the relationship of the development and your position in Zen.

W. It's kind of non-directive counseling. What I hope to do is to help some people get "unballed up." There is not necessarily a tie in with Satori. The main idea is to help those who run into certain kinds of paradoxes or contradictions. It's something like you have in the presocratic world of philosophy, an example being the statement, "I am a liar, you are speaking the truth, therefore you aren't a liar, but in another sense, you are a liar, if you are speaking the truth in spite of what you say, etc. This example I remember hearing

earlier, a long time ago, in connection with the island of Crete."

S. Do you know Gregory Bateson? I talked with him the other day about a project that he is going to be involved in for the next three years on a Rockefeller grant. It ties in with one of the basic questions with logic and has to do with the paradox or contradiction of abstraction. Bateson is going to use recorded material from the Veteran's Hospital for research data, and is gathering slowly a staff around him for this project.

W. Another way of looking at this counseling thing is that there has been a trend in modern times toward getting beyond symptoms in both physical and psychological therapy. I want to help people get past the sum of the symptoms.

S. How does this fit in with the usual goals of therapy?

W. The goals are not the same. In fact, there is no particular goal; there is only help in getting un-balled. If more intensive work is required, then the person will be referred to an analyst.

S. Question. How does this fit in with the negative attitude you have had towards analysts and therapy some six or eight months ago?

W. Well, I think they can do a considerable amount of good, but they can't do quite enough in some cases.

S. Do you mean you have something in mind similar to the point of view I brought out to you about not being able to limit therapy work only to the business of becoming well-adjusted or a mature personality or an integrated person? Even though all of these goals are relatively desirable?

W. Yes, it's something like that but I don't mean it in an additive sense.

S. I understand that but at the same time that opens up the 64 dollar question. If new work is not directly and specifically concerned with the attainment of Satori, then where does your Zen position come into operation. Also, in order to make my question clearer, are you operating on the basis of having achieved Satori yourself and if so what kind of rationale do you use for going into a field that uses methods which you feel to be inappropriate for Satori? In other words, have you achieved Satori and are you therefore what I assume to be a master. I know this is a very direct and personal question but my impression is that Krishnamurti ducked it in one of the pamphlets I read when he

actually said that it wouldn't make any difference to him whether he had experienced "reality" or not.

W. Well, it's a kind of amusing thing in a way. Do you know Zen Zaki who was on the campus lecturing?

S. No, but I have heard about him through others.

W. Zen Zaki used to be amused by the whole business of being labeled as a master. Actually, the term master has been mistranslated. A Roshi is one who has achieved Satori, but the term master isn't quite appropriate.

S. But I would still like to know directly, and I think it a fair question in view of what I read in Suzuki's essays (1927), whether you yourself have achieved Satori, and do you function on that basis as an expert on Zen.

W. Yes, I have. A number of times. But Satori can be misunderstood. It's not something you achieve once and for all. You may attain it a number of times and at indefinite times, either abruptly or gradually. The first one, you might say, is definitive.

S. But where does the factor of possible self-deception enter?

W. Well, self-deception is an extremely important thing of this, vital in fact. It takes many forms and it can be a very subtle thing. For instance, some people think they have achieved Satori and use the experience they have had as the means of thinking they are superior to others, an ego thing for them. It is not a finalized thing.

S. (He got away from self-deception and I didn't push this as I had other questions to ask. I can take care of the self-deception questions another time, especially as he is essentially a direct and unevasive guy if he senses you really have some particular point that you want to clear up.)

S. On the basis of having experienced Satori a number of times, how do you justify working as a counselor? My impression, based on what I read in Suzuki, is that the Roshi as you call them, were celibate. How do you fit this in with your actual situation as a family man?

W. There is no problem here: while most of the Roshi referred to lived lives as monks, actually many of them went into the world and lived pretty much like other people, had families, did various kinds of work, etc.

S. Do you mean the sort of thing that Spiegelberg refers to in "The Religion of No Religion"? (1948).

W. Yes, pretty much that. You see there is a term "upayas" which represents those methods

employed by one which has obtained a Satori which are not connected with Satori directly as such. There is nothing in having obtained Satori that would get in the way of living a full life more or less like other people do. With of course a different context within oneself.

In talking about the nature of Satori, I asked him whether the Satori he had experienced had the characteristics listed in the Suzuki volume, all of which were understood to not be a representation of the Satori experience itself, in that the latter has qualities that go beyond verbalization of any kind, essentially.

W. I've been getting around to this idea of doing more counseling work for some time. I plan to work in San Francisco in connection with the institute.

S. Usually people go in for a major development on the basis of a conscious process as well as one that probably means they are working something out. How does this fit in to your getting into counseling work?

W. Well, in counseling work there is a good deal of clarification - this is the main process, but when I am helping someone to get at more clarification, I am also having the benefit of clarification in myself through so doing. You can't work directly with a person in clarification without being so involved that you get a lot of clarification yourself. I like to work directly, with another person, to interact with them.

S. Does your point of view in this regard tie in with Sullivan's term, "participant observer" (Sullivan, 1947)?

W. Yes, it does. There isn't time today, but I would like to talk more about Sullivan's book sometime.

S. The paradox thing that Bateson is working on can also be illustrated in such things as the term self-control. What controls the self that does the controlling. And what about the person who can't exercise self-control? What is he controlled by?

W. This is a problem that inevitably arises in an authoritarian society. There are limits to which we can extend this control and it is bound to smash up on the question of who, or what controls the controllers. This also comes illustrated in the term self-consciousness, which always implies a dualism. Who is conscious of what or whom and what controls the self that is conscious?

S. What is the situation with respect to those who have attained Satori and their relationship to others? If they have dedicated themselves to attaining Satori first and have attained it, are they then dedicated to helping others attain Satori?

W. Yes and no. They don't try to do this directly and deliberately, but work on the premise that they are a unity with others and the rest of the cosmos and that whatever they do is a matter of helping an enlightenment develop in any and every direction. In people, in creeds, in everything. That is what is meant by Boddhisattva.

Including the time spent in these training sessions it was less than three weeks before he had a number of clients! One day, about six months later, I received a telephone call from Watts. He said, "Tony I've got a grant! Seven or eight months before I thought I'd get it. I'm going to start writing another book right away. If you don't mind I'll turn all of my clients over to you!" I was quite surprised. After congratulating him for the grant, I agreed to try to fit his clients into my regular caseload. Eventually five or six of his former clients accepted Watts' idea and continued therapy with me.

Another of the issues that came up repeatedly in my conversations with Watts was the problem of adapting Oriental philosophy and teachings to the Western world, especially to America. I remember on several occasions I encouraged Watts to accept the idea that Zen would change in form from the impact of the American way of life. I maintained that in America change was accelerating and would create a special problem for the followers of Zen, sooner or later. My argument was that about 1000 years after Buddha died Zen took hold in China in a form that was suited to the Chinese national character at that time. The form went through another change about

the twelfth century when it was transplanted to Japan. I felt sure that some significant changes would occur as Zen was adapted to American traditions. We agreed eventually that changes in form, because of adaptation needs, were of secondary importance.

The issue was complex and some of my notes on it (11/10/1952, Sutich) were read by Watts. Some of this material, in a re-written form, was used by Watts in his book This Is It (1960) and in his autobiography (1972).

One of the things that I shall always remember is Watts' bubbling sense of humor that erupted so naturally and relevantly, and expressed his "intellectual playfulness." A published interview (Trade Winds, Saturday Review, 1959) provides an example:

> "Anyone who is pretentious," said Watts, "strikes the Zen follower as being extremely funny. Pretentiousness nearly always carries with it an attitude of righteousness, and in Zen thought, you can't be right without, at the same time, being wrong. Zen -- which is part of Buddhism and part Tao -- can't help laughing at itself, its own masters, its own followers. But it's a gentle and profound humor, and a deeply spiritual one.
>
> "Chuang-tzu," Watts went on, "was an exceptionally witty Zen master. He believed strongly that humor should be at the base of religion, not on its outer periphery. He felt that a sense of humor meant an acute sense of proportion -- and what could be more godlike than that?"

A few days after reading this I telephoned Watts and told him how much I enjoyed the interview, especially his comments on humor. I then added, "Why don't you write a book on the role of humor in religion, historically speaking? You're the best person I know of who is equipped to do the job, and it would be helpful to a lot of people." He reacted explosively, "My God, Tony! Do you realize

what you're asking me to do? It would take at least a couple of years to do. I can't even consider it." I was disappointed but we both had a good laugh about the serious difficulties of writing about humor.

Further Contact with A. H. Maslow

It must have been sometime in May or June 1954 that I wrote Maslow about change, a subject that had intrigued me for many years. It seemed to me that everything was in a state of flux. The Greek philosopher Heraclitus forever impressed me with his use of the term "flux." The more I read of biology, especially Darwin (1859), and the way civilizations have come and gone, the more I looked for change in the contemporary world. "Change" became a process that was either gradual or sudden, latent or manifest, expected or unexpected, constructive or destructive, evolutionary or revolutionary, etc. My earlier readings of the Marxist classics, including Plekhanov (1929) led me to speculate years later on the relation between dialectics and change. Eventually I collected my notes under the heading, "The Fourteen Propositions of Dialectics" (1954, Sutich). The "Propositions" derived from leftist economic and political theory were obviously applicable elsewhere.

I found, and still find, value in the dialectical laws of change. The law of opposites, the sequence of thesis, anti-thesis, and synthesis has helped clarify many confused situations or events in my subsequent work in psychology. I knew Allport recognized change in the development of personality but he minimized the

significance of applying dialectical laws in psychology (Allport, 1937).

I thought Maslow might be interested in the dialectics of change but after he had read my notes he replied (7/20/1954) that the material "just never clicked" with him. Despite Maslow's suggestion that I publish the material I put it aside.

Maslow's letter of July 20 also dealt with his feeling about the new Psychology Department at Brandeis University.

> Main thing kept me busy was my motivation book. All finished now and will be out in few weeks. Other big job was founding a graduate school - at Brandeis. Such a terrible and time-consuming job! And for the whole of last year. But now finally everything falls into place and we have, I think, the best small department in the country for a student of spirit who is really interested in becoming a psychologist. I'm awfully pleased. No formal courses, no grades, no credits, no formal requirements - the fullest development of each individual student - - the goal. It's working too.

This paragraph reflects much more than is apparent. From a visiting faculty member of Brooklyn College, where Maslow had been an Assistant Professor, I learned that Maslow had had a difficult time in his former position at the college. Although very popular with the students, there was little or no departmental recognition. It was a dramatic change, therefore, when Maslow accepted President Abram Sachar's invitation to chair the new Psychology Department at Brandeis University in 1952.

Maslow welcomed this opportunity. This was apparent in several telephone calls during 1954, and later, in which he mentioned his academic life:

> In our department, all eight of us, each is a General. If I need 15¢ for stamps I know where I have to go to get them.

Most of us on the mailing list were aware of the growing restrictions on publication. Maslow felt that the individuals on the mailing list could at least communicate among themselves by exchanging mimeographed copies of their materials. Although I cannot recall if he intended it as a substitute for publication, he did expect the list to grow as more individuals learned about its possibilities for communication.

The heading of Maslow's mailing list, quoted above, turned out to be the first set of what I later thought of as the "building blocks" of Humanistic Psychology. As such, it was a group of related concepts that became a sort of entity that gathered force as time went on. In some respects, the mailing list was like the Committee on Correspondence that played such an important part in the history of the American Revolution.

Maslow was the source of most of the new members added to the list. The list grew, but there was no increase in circulated papers. It gradually became clear to me that as an aid to communication it did not seem to be working.

Chapter 3

EARLY PROJECTS: 1954-1957

As far back as I can remember I have had a strong belief in the positive possibilities inherent in human beings. This positive view has not, however, prevented me from seeing the enormous differences in personal orientations.

The psychology of these differences, and the related study of value-assumptions, became especially useful to me when I learned of the announced establishment in 1954 of the Center for Advanced Studies in the Behavioral Sciences at Stanford University. The Ford Foundation had provided very substantial funding for a center where distinguished scholars, 30 or so each year, could spend an entire year at full pay, with complete freedom of action. Those who were selected had no obligation to lecture, do research, write a book, work with others, etc. As I recall, the idea was borrowed from a comparable center for free and independent association in the Third or Fourth Century in Greece.

At the time the plans for the Center were announced I met Norman Zellner. He was a graduate student just finishing his doctoral dissertation in economics at the University of California. He was a paraplegic. We quickly became good friends. He was liberal in his views and very much interested in the field of psychology. We had several conversations about the Center under construction on the Stanford campus. Since both of us were interested in the subject of values it was not exactly a surprise that we found

ourselves talking one day about the tremendous opportunity for research in individual and group values that the Center might provide.

The Center appeared to be a unique place to gather information on individual values and possible changes in those values during the course of a year. Zellner and I decided to write a proposal and send it to the Center staff for initial consideration. This preliminary inquiry brought a favorable reply (8/10/1954, De Grazia). We developed the proposal further and submitted it under the lengthy title, "A Procedural Proposal and Related Study Proposals Concerning Explicit Statements of Basic Personal Assumptions and Affirmations by Applicants for Advanced Fellowships and Research Grants in the Social Sciences" (11/8/1954, Sutich and Zellner).

While we were drafting the proposal we sent a copy to Maslow. He was very interested in it but doubted that the Center would take any action. In a postscript to his reply (8/12/1954) he asked, "Have you swallowed the term 'behavioral science'? I'd like to stick to psychological science."

Our essential idea in the proposal was the study of assumptions:

> . . . It is our belief that funds for fellowships and research would be more effectively employed if applicants were required to state explicitly the relevant personal assumptions and affirmations underlying their proposed investigations. These statements could be made parallel to and independent of the customary application and evaluation procedure. Such a procedural innovation could open up whole new areas of study and research with regard to the role of personal values and assumptions in scientific investigation. To a degree, our proposals "usurp" certain prerogatives of the Center for Advanced Study in the Behavioral Sciences by suggesting that

> the Center's procedures themselves be opened to investigation, experimentation, and possible modification . . .

We also proposed in our concluding section to apply these procedures to our own proposal:

> . . . Finally, following our own suggested procedure, we shall make explicit one of the fundamental assumptions underlying our proposal. A procedure requiring an explicit statement of relevant fundamental assumptions implies at least one definite value; the value of accepting awareness and rejecting the blindness of compartmentalizing and shutting off certain of the assumptional fountainheads of our scientific studies and their conclusions. We believe that a full and mature acceptance of this value of awareness is one of the primary scientific and scholarly responsibilities of the Center. The procedural proposal outlined herein, and the studies related to it are, we think, one way of making this value truly alive and operative.

Our proposal was eventually forwarded to the newly appointed Director of the Center, Ralph W. Tyler, a prominent educator from the Middle West. His response (11/12/1954) is excerpted:

> . . . The significance of personal fundamental assumptions in relation to the meaning and interpretation of intellectual work in the behavioral sciences is great . . .
>
> However, a statement of such assumptions is not easy and is not, as you point out, conventional. Hence these statements of assumptions develop during the time Fellows are at the Center, becoming more clearly recognized and more explicitly stated as the years go by. Hence, the clarification of personal assumptions may represent more nearly an end activity rather than an initial activity.

We found his letter irritating, and learned eventually that our proposal would probably not be considered further.

I wanted Maslow to know about the fate of the proposal and wrote to him about it (4/20/1955, Sutich). I also indicated how pleased I was with his new book, Motivation and Personality (1954).

His book encouraged me to recommend that he construct a basic needs inventory, based on his theory of needs, along with a discussion of its probable clinical value. The concluding paragraph of the April 20 letter indicates my readiness to take up some of the issues raised in Motivation and Personality:

> . . . Through a rather complicated process, I am now in control of a non-profit corporation that I was a member of five or six years ago and which used to be concerned with group therapy and other "creative" activities. It will be no great trouble to shift the direction of this corporation toward the kinds of things that you are concerned about in your new book. I have given this some thought and would welcome any views you may have with regard to anything I could do out here. The Articles of Incorporation are so broadly formulated with regard to anything that might further the field of psychology that there would be no question whatsoever in connection with any sponsoring or promotional activity.

I was so impressed with Maslow's systematic position in Motivation and Personality, especially the concept of self-actualization, that I completely dropped any use of the alternative goal, "the full-valued personality" that I had included in my growth-experience and growth-centered position of 1949.

The concept of self-actualization seemed very rich to me. I began reorganizing the defunct Fellowship for Creative Living into the Self-Actualization Research Foundation. The trustees of the Fellowship, all inactive, had always been on good terms with me and when I asked them to resign for the purpose of reorganization, they agreed.[11]

With a local friend, my wife, and myself as trustees I wrote a statement of purpose for the fledgling Self-Actualization Research Foundation:

> . . . to promote creative living through self-actualization, increased understanding and growth, making use of any and all procedures and activities, religious, philosophical, artistic, scientific and others, which may prove to be suitable to this end. To undertake, engage in, support, conduct and carry on research and other enterprises for the physical, mental, moral, psychological and spiritual welfare and betterment of ourselves and of our fellowmen; to participate in meetings, lectures, discussions, consultations and group endeavors looking toward the realization of the broadest creative potentials in us as individuals and as relational beings . . . (11/15/1955, Sutich, et al.)

Although I had high hopes for the S.A.R.F., and talked with many people about it, little of consequence resulted. The lack of interest in this project, following the rejection of the "Center" project, was temporarily discouraging. Also, 1956 was the time of the Joseph McCarthy period of political witch-hunting. It coincided with the disillusionment that was manifested in the nihilism of the Beatnik movement. My discouragement was not basic, however. My clinical practice continued and was more gratifying than ever before. Essentially, it was a period of waiting and marking time, waiting for the tide to turn.

Occasionally I raised clinical issues with Maslow. I was particularly interested in his view of the clinical implications of therapeutic goals (5/27/1955, Sutich). He was working on the notion of self-improvement for the larger population but admitted (6/16/1955) that he was not optimistic about therapy for neurotic and character disorder problems. Although I did not share his doubts, I never took up this issue with him.

Early in the 1950's, on the recommendation of Helen Mehr, I had begun to read the works of Harry Stack Sullivan (1947; 1953).

I remember writing to Maslow about Sullivan's theory of deprivation and its consequences, and the prototypical and parataxical modes of perception. Sullivan's perspective was almost behavioristic but in spite of the gap between his orientation and my own, I found most of his theories very useful in my work. Maslow's response was extremely critical of Sullivan on personal grounds.

Chapter 4

FOUNDING THE JOURNAL OF HUMANISTIC PSYCHOLOGY: 1957-1958

The Need for a Journal

In January 1957 I received a mimeographed letter from Heinz L. Ansbacher (1/9/1957), the new editor of the American Journal of Individual Psychology. It was addressed to the members of Maslow's March 1956 edition of his mailing list. The purpose seemed to be to incorporate Maslow's general position into the Adlerian orientation through the simple device of broadening the journal's editorial policy. Such subjects as "growth and becoming, humanism, open-ended dynamic system, a creative autonomous self," as well as Maslow's "self-actualization," were to be included. I had no quarrel with Adlerian concepts per se. It would be hard to overestimate the significance of the concepts of superiority and inferiority complexes, especially in a high status and power-oriented society such as our own. But I was wary of associating with an orientation that was to be extended beyond its limits as I understood them.

As the months went by in 1957 I thought about the limitations of Maslow's mailing list. I myself had made no mimeographed contribution. Very few others had. Perhaps the chief reason for this was the labor and costs involved in sending a paper to more than 125 different addresses. One day in May I decided that what was needed by all who were on the mailing list was not only a medium for communication but something that would be available automatically

to many others. In other words, a public rather than a group vehicle.

I informed Maslow about this idea and he replied July 15, 1957:

> It will interest you to know that during the past year at least a half dozen people have suggested to me the organization of such a journal as you propose. I agree that we need one and I, too, am a little leery about pinning it to an Adlerian label. The trouble is that I am too darn busy to take on such a job which I don't think I'd enjoy, anyway. I think it would take a younger man who has more energy than I have for the job. Let me turn the gun your way. Why don't you do it? Or if you can't, do you know anybody else who can?
>
> The APA journals are getting tighter and tighter and more and more conventional and more and more positivistic.
>
> We are all doing nicely here. Brandeis is a fine place to be. I have instituted a graduate department and we have just graduated our first Ph.D. The criteria for education are a combination of personal training and self-actualization. I think it is the best department in the country. Did you hear that Kurt Goldstein has joined the department? . . .

Maslow's letter caught me by surprise. I telephoned him and told him that my response to his suggestion that I take over the job of launching the Journal was, "Who, me?" He was very encouraging and said he was sure I could do it. I waited for one more day and then called him and agreed to try it. The challenge excited me, even though the task could be described in terms of the old American saying, "I don't know where I'm going but I'm on my way."

I was already planning how to proceed when Maslow wrote to me (8/12/1957, Maslow):

> I wonder if you know what you are letting yourself in for? Founding a journal and editing it is a tremendous job. It would take the greatest amount of energy for a year or two anyway . . .

This was followed by several paragraphs of very appropriate suggestions having to do with money raising, volunteers, looking for help from people on his mailing list, etc. His remarks regarding the title were especially valuable:

> I would suggest, also, that the title of such a journal be rather more broad and inclusive than "Self-Actualization." For instance, I have thought, in line with the new work that is going on, of such a title as, "Being and Becoming," or "Psychological Growth," or "Personality Development," etc. I recommend this because the concept self-actualization has so many different names. For example, Jung calls it "individualization," Horney calls it "self-realization," Fromm calls it the "productive personality," Reisman calls it "autonomy" and Rogers calls it the "fully functioning person," etc. Selecting any one of these names at this state of development would be premature I think . . .

I realized the idea of a journal was very important to him when he wrote:

> . . . if you feel able and willing to do this, I and lots of other people would pour blessings upon you for a long time to come. Such a journal is very, very badly needed . . .

He concluded his letter with:

> I am fascinated with your Self-Actualization Research Foundation. Do you know that the Horney analysts would be very much interested and might help. Take a look at their American Journal of Psychoanalysis: they have published several articles on self-actualization . . .

I must have responded to his letter of August 12 by telephone, perhaps by letter; in either case there is no record of it. I do know that I thanked him for his encouragement, suggestions and offer to help later on.

On September 4 he started a long letter to me with, "Good! You mean business." Following this he poured out a detailed outline

of how I might proceed. I was tremendously impressed by his organizational ability and energy, and his commitment to building a new psychology. I remember praising him several times for this organizational skill but he would merely brush aside the compliment.

At last I was working with someone in whom I had the utmost confidence and from whom I received encouragement from the very beginning of our relationship. I felt I was a "junior partner" in this venture and it was difficult to accept his concluding prediction:

> . . . If things go well you will have started something very important not only for the submerged fifth of psychologists but for the whole world . . .

Within five days Maslow sent a letter (9/9/1957) that filled out further his view of the need for a new journal:

> Your journal keeps moving through my head and I get more and more impressed and enthusiastic with the project, with its importance even its necessity. For years now I've been sent mss that were unpublishable in any standard journal (psychological). All I could suggest was - as I do - to mimeograph them and circulate them privately. For instance, recently I've seen at least a dozen papers in the European tradition which is completely closed off from Americans -- the existentialist - phenomenological. I'm now in the middle of Victor Frankl's "Doctor and the Soul" and he refers to all sorts of people I've never heard of whose thinking on self-actualization, responsibility, creativeness, love, etc. would be fascinating for people like you and me.
>
> Did I tell you that my Cognition of being in Peak experiences' paper was turned down by Psych. Review, by Psychiatry and has now been kept by Amer. Psychologist for over 6 months "too philosophical." It was asked for by Etc. and Ansbacher would want it but I'd much prefer to have it in the psychological literature. The paper you published on counsellor ethics for instance would I think now be rejected.
>
> I'd like therefore to urge you much more strongly than I did to bring it to birth. I'm willing to help more than I expected I would be. And I'd like to pledge $50 and later as much more as I can raise. I'm going to scout around as actively as I have time for help and money.

There is a fascinating story in connection with Maslow's "Cognition of Being in the Peak-experiences" paper (Maslow, 1959). He read that paper at the Chicago convention of the American Psychological Association, September 1, 1956. Years later he told me he had been very discouraged the night before he was to deliver his presentation. He wanted to go back home to Brandeis but was persuaded to stay by his wife, Bertha. The following morning he received a telephone call about the possibility of reading the paper to a much larger audience. He was puzzled by the request. By the time he arrived the new and larger location was jammed with an overflow audience. He was both surprised and pleased. According to his report there were 40 or 50 people who came to congratulate him after his address. He found this to be a wonderful experience.

This was followed by a curious development. The editor of the professional journal to which he had submitted his paper for publication -- assumed to be an editorial formality since the paper was Maslow's Presidential Address before the Division of Personality and Social Psychology of the A. P. A. -- returned his manuscript stating that he could not publish it. He made a comment to the effect that it was "too good" to be published in the journal he was editing and recommended that it be published elsewhere. Maslow was deeply hurt by this rejection. When Gordon Allport found out about the rejection he was upset and urged Maslow to put together in sequence the manuscript and the exchanges between him and the editor, without comment, and publish it separately, as an example of how far things had retreated in psychology. Maslow declined.

I wrote a series of letters to Maslow, beginning September 18,

1957, about his proposed title and the need for a statement of purpose. I asked him to formulate one. On September 19, 20 and 24 I suggested alternative titles for a journal and strongly recommended that he write a statement of purpose. I also speculated on the possibility of an "eventual Division of Philosophical Psychology." I concluded the September 24th letter with the statement:

> . . . I realize that I am pressuring you on the statement of purpose and the resume, but believe me, I would be glad to attempt them if I weren't completely sure that they must come from you . . .

The situation seemed to have its humorous aspects and I took the opportunity to comment (10/3/1957, Sutich):

> . . . The statement of purpose business reminds me of the old-time comic figures, Alphonse and Gaston. Maybe you remember them. In any case, each would very elaborately and simply defer to the other, saying "After you, my dear Alphonse," or "After you, my dear Gaston," each bowing and scraping to the other in turn while the business in hand fell apart or went elsewhere.
>
> However, just to be nice, I'll take a crack at it. (see attached samples).
>
> I must make one thing clear. I refuse to accept sole responsibility for my own or any other formulation of purpose that may be proposed and accepted. But, I'm quite willing to take on joint responsibility, explicitly, if necessary.
>
> It's your turn next, my dear Alphonse.

The "attached samples" mentioned appear below, along with Maslow's comments, which appeared as marginal notes.

Sample Statements of Purpose

> The Journal of Ortho-Psychology is devoted primarily to the publication of psychologically-oriented papers, articles and studies in the general field of human values and relationships, with particular emphasis on autonomy, self, being, love, creativity, growth, organism, self-actualization and maximal or optimal basic need-gratification and related concepts.

> The Journal of Ortho-Psychology is concerned with the publication of theoretical and applied research, original contributions, papers, articles and studies in values, autonomy, being, self, love, creativity, growth, organism, self-actualization, basic need-gratification and related concepts.
>
> (Maslow) Perfect

> The Journal of Ortho-Psychology is devoted to the publication of scientific articles, papers, studies concerned with the development of the general field of Positive-or Ortho-Psychology and with particular bearing on values, autonomy, self, being, love, creativity, personal growth, organism, self-actualization, basic need-gratification and related concepts.
>
> (Maslow) Briefer the better. I think no more is needed than this. Put my name on it also if you wish. Abe

I thanked him (10/11/1957) for making a choice and for letting me add his name to it.

In the course of these exchanges Maslow indicated (10/28/1957) that he was exhausted and needed a sabbatical. He expressed interest in a possible invitation from the Center for Advanced Studies in the Behavioral Sciences at Stanford but did not know how to proceed. I took the liberty of inquiring about the method of invitation and sent him a long detailed description (11/1/1957).

His letter of November 4 marks the turning point in the formulation of our position:

> You see how it is with me. My obligations at Brandeis and outside are simply overwhelming. It is literally true that I don't have time to write. I have tried again and again to resign from the chairmanship board at Brandeis but there's no one quite right to take my place as yet. My sabbatical was set forward a year on condition that I resume the chairmanship when I return.
>
> I certainly want to help with the journal - I'm very eager to see it started but you see why I cannot be directly responsible. I'd simply have to do a lousy job - and I hate that.

1) The more I think Journal of Ortho-psychology the more I like it. It generates orthopsychologist (the meta-therapist). It tells just what the journal is interested in. It implies values.

2) I enclose a Statement of Purpose just dashed off. Use it or modify it as you please. Or set it over my name and then add one of your own over your name. As you please. I think this or one like it can be sent to proposed Board of Editors, with an invitation to join, as well as to Board of Advisory Editors, and editorial correspondents. Perhaps then their comments, suggestions and statements of purpose can be collated for mimeographed statement soliciting subscriptions, contribution, financial help, etc. which could be broadcast far and wide put in form of ads, etc.

If you want from me a more emotional more polemic statement I have already written it in my paper "A Philosophy of Psychology." Especially in the first few pages there are paragraphs that can be used as is. I can supply you with plenty of copies, or you could take whichever excerpts seem useful to you. Perhaps both a "cool" and a "hot" may be desirable.

Let me know what you think of my Statement. Try to improve on it and send it to me for re-working. I suppose this ought to be worded up carefully even at cost of delay.

Abe

Will have more time next year in Mexico. I guess Stanford is out. Sears and Hilgard probably on Board and both I think would veto me as "unscientific."

He enclosed a handwritten statement of purpose which reads as follows:

Statement of Purpose

The Journal of Orthopsychology is being founded by a group of psychologists who are interested in those human capacities and potentialities that have no systematic place either in positivistic or behavioristic theory or in classical psychoanalytic theory, e.g. creativeness, love, self-actualization, "higher" values, ego-transcendence, objectivity, autonomy, responsibility, psychological health, etc. This approach to psychology can also be characterized by the writings

> of Goldstein, Fromm, Horney, Rogers, Maslow, Allport, Angyal, Buhler, Moustakas, etc., as well as by certain aspects of the writings of Jung, Adler and the psychoanalytic ego-psychologists.
>
> While the point of view of this "Third Force" in psychology has not yet been synthesized, unified or systematized, nor is it yet as comprehensive as the Freudian or behavioristic systems, it is our feeling that this can come to pass, and probably soon will.
>
> A new journal, specifically devoted to this end, should help speed up the development of a more adequate picture of the full possibilities inherent in the nature of man. We also confidently expect that this will generate a much more usable value theory than we now have. This is especially true now because the A. P. A. journals are not hospitable to publications of this sort, which are as a consequence too widely scattered and not readily available.
>
> We are especially interested in the explicit application of psychological knowledge to the rapid development of a usable naturalistic system of human values, a task now avoided by most academics and clinical psychologists. We remind these psychologists that this task is a time-honored one as the history of psychology will clearly show. Abdication from this problem has been only a recent development. We on the other hand, feel strongly that psychologists can and should return to their ethical task of studying scientifically the improvement of the human being.

I could not have asked for a more exciting and useful statement. This was exactly what I needed to describe our theoretical and professional position. I thanked Maslow (11/14/1957) and began to prepare a statement to send to a prospective board of editors.

Choosing a Journal Title

Maslow's earlier letter (8/12/1957) had suggested the possible journal titles of "Being and Becoming," "Psychological Growth," and "Personality Development." By September 4 he was as committed as I was to the idea of a journal and said:

> Name I like best is ortho-psychology. Next best Psychological Growth. Next best Personality Development . . .

"Ortho" had an etymological origin meaning "to grow" and "to cause to grow." I thought it would be a good title for the journal even though both of us were aware of its other meanings, "straight, regular, upright" and the terms "orthodox, orthodontist, orthopedist," etc. In a September telephone call Maslow insisted that it was up to me to make the choice. On September 18 I wrote:

> I like Journal of Ortho-Psychology for a title even though it sounds something like the Journal of Ortho-Psychiatry. I doubt that a better title can be found. Therefore, why not settle on it instead of opening this matter to suggestions and discussions? Perhaps this may sound undemocratic, but my experience in various organizations indicates that quite a number of things can best be done through a few individuals first and then extended to a larger number . . .

In Maslow's letter of November 4 and mine of the 9th we both used the title Journal of Ortho-Psychology. My acceptance (11/14/1957) of Maslow's statement of purpose expressed my enthusiasm for the title-related terms "ortho-psychological" and "meta-therapist." The title was chosen and the issue was settled -- or so we thought.

During these same months of work with Maslow I met or had correspondence with others who knew of his work. In September my visiting in-laws were accompanied by Ananda Bhavanani who was very approving of Maslow's work. We quickly became good friends. He was head of the Yoga Life Foundation in Vancouver, British Columbia, well educated and involved in the preparations for becoming a Swami.

I wanted to learn as much as possible about Yoga. Bhavanani

provided me with many taped lectures on Yoga, personal correspondence (10/18/1957; 11/28/1957) to which I replied (9/24/1957; 10/14/1957; 10/27/1957; 11/5/1957), and printed matter from his Foundation. I was impressed by Bhavanani's general psychological knowledge. He was a student of comparative religion and psychology, knew Erich Fromm, and seemed to be an effective counselor. His influence on me was subtle and positive.

The biological aspects of spiritual life came up in a series of discussions I had with Henry D. Parataud (9/20/1957; 11/6/1957, Sutich). He was translating sections of a French manuscript by a Dr. Diel (1948). According to Parataud, Diel's system was "complete" and assumed that from birth on humans have a biological "essential desire" for spiritualization. The environment and other life situations frequently prevent the individual from achieving a full spiritual life and the result is a falling short of possibilities, leading to guilt or a sense of "sin." "Primary therapy" deals with the person's philosophy of life or religious orientation. It is distinct from "secondary therapy" which is concerned with interpersonal relations, neurotic behavior, etc.

This system, in some respects seemed more developed than Maslow's and I wrote to him about some implications:

> . . . Ortho psychology or ortho-therapy, comes very close to, if it is not directly concerned with, spiritualization. Certainly, it overlaps in a good many ways; witness the concern about "being," "organism," "self," "basic values," etc., etc.
>
> Apparently, the fully self-actualizing people have either never acquired any significant basic guilt or have accidentally, or otherwise, essentially resolved. Would a more conscious concern about ultimate reality, ultimate purpose, mystic experience, samadhi, etc., be a matter

> of "self-actualization," and is the latter, therefore, the highest goal or objective implicit in self-actualization? (11/29/1957, Sutich).

This may reflect the first doubt I had of the possible limitations of the concept of self-actualization.

A few days earlier (11/25/1957, Sutich), I had written two letters to Maslow, one suggesting that he urge the A. P. A. to consider more basic research, the other about the use of "ortho" and related terms. I suggested that the label "ortho-psychologist" or "ortho-therapist" would be better for those concerned with mystic union, mystic experience, and basic or ultimate purpose, than "meta-therapist" because of the negative connotations of any term that smacked of metaphysics. I also proposed use of the term "Onto-psychology."

> . . . It occurs to me that the B Cognition and B Love and related material in your recent Cognition of Being in the Peak Experience paper is groundbreaking or pioneering in what might be called the field of "Onto-Psychology." Since Ontology is concerned with the "science of being," its nature, characteristics, etc., any study of its psychological aspects might properly be referred to as "onto-psychological." Consequently, one may say that Hindu psychology is in some respects the equivalent of onto-psychology. So, too, can one refer to your material on being, the peak experience, etc., even though the "peak experience" is not necessarily the equivalent of the Hindu term "bliss." (See Swami Akhilananda's Hindu Psychology). Since B-Cognition and B-Love presumably arise out of the depth or basic nature of Being, and can be referred to as being included in onto-psychology, it also strikes me that "bliss," samadhi, satori, the "mystic union," etc. could be called the B experience.
>
> In the long run I suppose that the study of the psychological aspects of ethics, with regard to the latter's intrinsic nature, may come under a general heading of axio-psychology . . .

Maslow replied on the 28th:

> . . . I like orthopsychology, orthotherapist, etc. more and more. May help to solve problem of therapy and medical training. Ortho psychology or ortho-therapy is so clearly not medical that it may break impasse.
>
> Onto-psychology excellent suggestion for Psychology of Being. Will use it.
>
> Also axio-Psychology . . .

The same week (11/23/1957, Sutich) I sent Maslow a brief organizational history of the Fellowship for Creative Living, and its successor, the Self Actualization Research Foundation. I suggested it might be useful to us if it were renamed the Ortho-Psychological Foundation. Maslow agreed (11/28/1957) and consented to being on its Board of Directors. Bylaws were formulated and the title Ortho-Psychological Foundation was adopted February 4, 1958.

Chapter 5

SEARCHING FOR A JOURNAL SPONSOR: 1958-1960

Organizing the Journal Board of Editors

Toward the end of 1957 I sent letters of invitation and copies of an Announcement Release (1/1958, Sutich) to prospective editors. The first group of invitations went to Gordon Allport, Carl Rogers, Gardner Murphy, Dorothy Lee, Robert W. White, and Clark Moustakas. Murphy declined the invitation (1/8/1958) but Moustakas' acceptance was unconditional (1/24/1958); Lee accepted conditionally (1/10/1958); Allport had reservations about the need for the journal (1/8/1958, Allport); and White declined (2/26/1958). Rogers took a "wait and see" position. He thought our approach was too protesting and negative; and he did not care for the title proposed for the journal. In a postscript to his letter he characterized his own reaction as highly negative and offered an alternative document for our consideration (Rogers, 1/17/1958). Under the title, "The Human Person," Rogers' paper was positive in tone, but less specific, less comprehensive and basically more tentative than our original announcement.

I informed Maslow of these responses (1/13/1958; 1/22/1958, Sutich). He replied in an eight page letter (1/31/1958) that dealt with most of the questions I had raised in the preceding months. He also made it clear that henceforth, because of the pressure of many other activities associated with his academic position, he could not take full responsibility or even senior responsibility for

our venture. He thought it best for me to think of myself as "boss of the new enterprise," and he took this position repeatedly, and more strongly, as the years progressed.

Maslow was, however, vitally interested in the entire project and expressed his preference for a psychologically oriented journal:

> . . . I'd think that for future support of journal, it ought to be mostly a Psychology journal. If there were already in existence a cross-disciplinary group to support it that would be better. But there isn't yet. So it had better be Psychology, broadly interpreted with non-psych. editors as advisors, auxiliaries. But most of the editors should be psychologists I would think . . .

I found myself agreeing with him in all of this. Yet in thinking further about his letter it occurred to me that he had more confidence in what I could do than I did. Although I loved to theorize, I realized that Maslow was obviously more gifted in the systematic research and construction of the new psychology. As we both became aware of our different skills and limitations we continued to encourage each other in our joint efforts.

Manuscripts and other materials for the proposed Journal began to arrive (3/3/1958, Sutich). Interest was appearing in unfamiliar places (3/17/1958, Mooney):

> . . . Have had chance to work with some people in Health in the U.S. Office of Vital Statistics. Trying to work up ways of measuring positive health, or levels of wellness, or levels of health, however this is to be said. Halbert Dunn, head of Vital Statistics is lead man. Much interested in creativity. Teaching course at New School. He's interested in your work. Hope he can find ways of getting you involved since he intends to find ways of financing these researches in which many of us are interested. Has sense for the administrative side of all these things while being a tested man, thinking in his own

> right. Asking him to send you his recent exploratory paper into the realm of theory -- man as an energy system.

It seemed very curious to find someone in the Federal Office of Vital Statistics, interested in writing about creativity. To be sure, Halbert Dunn's work (Dunn, 1959) was rather cautious. Nonetheless, it was a most pleasant surprise to find someone in the vast bureaucratic maze in Washington, D. C. spending time on "levels of wellness."

By the end of March, 1958 the Journal had a substantial but not complete Board of Editors. I had received acceptances from Andras Angyal (1/7/1958), Dorothy Lee (1/10/1958), Kurt Goldstein (1/20/1958), Clark Moustakas (1/24/1958), Robert Hartman (1/14/1958), Rollo May (2/8/1958), and A. H. Maslow (1/31/1958). Invitations to Nevitt Sanford and Henry A. Murray were not accepted (5/28/1958, Sanford; 6/19/1958, Murray). The actual functions of the Board had not been elaborated, so I prepared a list of "Proposed Rights and Responsibilities of the Board of Editors" (4/3/1958). I forwarded these to Maslow for comment and he replied (4/23/1958):

> On your list of responsibilities and rights of the board of editors, of course you must do as you see fit since you are the boss. Please don't take my suggestion as anything more than my own experience. In general, I have found that when I was asked to be on the board of editors and there was a danger of getting too involved or if it meant too much work, then I refused; but I was perfectly happy to help along when it was essentially an honorary and advisory position. I suspect some others at least will feel this same way, so my suggestion is to wait until the journal is safely rolling along before clarifying the rights and responsibilities. Every efficient journal turns out to be essentially a reflection of its editor-in-chief. It seems to be the most functional way . . .

I found myself in agreement with Maslow. The list of rights and responsibilities seemed premature.

By August, 1958, Lewis Mumford (4/27/1958), David Reismann (3/24/1958), and Erich Fromm (7/30/1958) had joined the Board of Editors. That aspect of the Journal seemed well developed. Simultaneously I was continuously busy with the problems of Journal financing and the pursuit of foundations. There was no escape from this problem. It seemed inherent in the launching of the Journal.

Brandeis University as a Possible Sponsor

In the summer of 1958 Maslow had a brief talk with Dr. Abram Sachar, President of Brandeis University. The primary purpose was to propose that Brandeis University sponsor the new Journal. Maslow left the meeting believing that he and President Sachar had an understanding that Sachar would recommend sponsorship to the University Board of Trustees. It was quite some time later, however, that Maslow discovered that no action had been taken and that apparently none was to be taken. This was a most disappointing development. It could only mean that we would have to look elsewhere for similar sponsorship. Thus began a long uphill effort to establish a non-profit basis for the new Journal.

About the beginning of August I sent out an announcement (8/1958, Sutich) of the founding of the Journal of Orthopsychology under the auspices of the Orthopsychological Foundation, along with an informal progress report (8/5/1958, Sutich). On August 14 I wrote to Maslow informing him of developments to date. It was a

long letter and went into considerable detail about the difficulty of acquiring Federal tax-exemption. The problem seemed to lie in the tough new I. R. S. regulations that had come out of the Joseph McCarthy era. I concluded the letter with an expression of my frustration:

> This Federal tax-exemption business is the damndest nuisance I have ever encountered. I'm afraid it's going to make a belligerent bastard out of me if I get any more entangled in red tape . . .

Maslow responded to my letter with the report that he had sent the announcement material and my letter to the Brandeis Comptroller with a "strong request to do it if at all possible" (9/15/1958, Maslow). The Comptroller replied (9/26/1958, Gordon):

> . . . I submitted your letter and that from Anthony J. Sutich to Dr. Sachar for his review and decision. Dr. Sachar does not feel that Brandeis University can assume this responsibility at this time. I am sure that you are very familiar with the multitude and variety of problems with which the University must now contend. The potential burden of time, space, people and funds that may be required for this venture is just beyond our capacity at this time.
>
> We hope that the Foundation will be able to overcome its problems with the help of some other educational institution . . .

Maslow forwarded the Gordon letter to me with the following comments written on the bottom:

> Bad news. What a nuisance! I think we can do better with Pres. Royce Pitkin of Goddard College someplace in Vermont and Pres. Glen Olds of Springfield College, Springfield, Mass.
>
> You'll see why if you look up recent Education number of Sat. Review of Lit. Also Bennington College. Sachar has too many irons in the fire. Have you looked up Lloyd Morain of San Francisco? I think he'd like to help. Also Sam Bois of Elsinore, Calif. Patience and fortitude!

Journal Title Problems

In a September 17 letter to Maslow I discussed the beginning of trouble for the title of the Journal of Orthopsychology. Apparently information had reached the American Orthopsychiatric Association, Inc. (A.O.A.), that we were about to launch a journal whose title sounded somewhat similar to their publication, The American Journal of Orthopsychiatry. Word came to me that I was going to receive an official protest from the A.O.A. My reaction was negative and I knew that Maslow would not like it. In a postscript I told Maslow that I had received the A.O.A. letter (9/18/1958, Szurek), which was also sent to every member of our Board of Editors, and that I was annoyed by the new development.

The president of the A.O.A., Dr. Szurek, argued as follows:

> . . . It has seemed to us very likely that because of the length of the titles, ORTHOPSYCHIATRY and ORTHO-PSYCHOLOGY, the likelihood that many people will refer to them both in the abbreviated form of "Ortho" is quite great. As a matter of fact, it is common practice for many years for people both members of The American Orthopsychiatric Association and non-members to refer to both the Association and its Journal by the abbreviation "Ortho."
>
> I am therefore writing in the name of the American Orthopsychiatric Association to inquire whether this possibility has been given really adequate attention and serious consideration by the Directors of the Ortho-Psychological Foundation and by the Board of Editors of the Journal of Ortho-Psychology . . .
>
> . . . We are convinced that it would be a mutual advantage to the Ortho-Psychological Foundation and to The American Orthopsychiatric Association and the Journal of Orthopsychiatry if some change in the title of your Journal were effected . . .

Despite my strong dislike for the situation I could not help but think that he had made out a reasonably good case for dropping the title. Anticipating that we would have serious difficulties if a majority of our editors responded favorably to dropping the title, I began to think about a possible alternative. I included some suggeste titles in an October 9, 1958 letter to Maslow which discussed the status of our problem with the A. O. A.

> . . . Sunday morning I got a call from Dr. Szurek . . .
>
> . . . I was surprised to find that he was unfamiliar with your work. I didn't tell him flatly that we were going to go ahead with Ortho-psychology or that we would give it up, since I had yet to hear from any of the members of the Board, especially you. In passing, however, I pointed out to him that there is a certain parallel between psychiatry and psychology on the one hand and Ortho-psychiatry and Ortho-psychology on the other. Also that Ortho is a very rich term, broad enough to cover a good many different uses. I mentioned orthopedic for example and orthodontist. I even tried to see whether we couldn't get on a less grim or serious level by pointing out to him that he must have seen the same billboards that I had seen last month while I was on vacation, billboards advertising the Standard Oil Company's product "Ortho," with the slogan "Us bugs hate Ortho!" He had seen the billboards, but he couldn't see anything funny about them, so I gave up trying to inject a relieving, humorous note . . .
>
> . . . I think that if a change is to be made, it should come from us. Several of our people have expressed a preference for "Third Force." I like it to some extent, but it seems a bit abstract. Journal of the Third Force is really awkward.
>
> I would hate to have the Journal title become a kind of public football kicked around by far too many people for too long a period of time to do us any good. There may be no choice, therefore, but for you to select some other name if a new one must be found. What say?
>
> It is obvious that this whole new field of inquiry calls for a general label and that sooner or later it will be given a name. Since you appear to be open to suggestions, what do you think of SELF-PSYCHOLOGY

> as a covering name? I know that the term "self" has been used by all kinds of people, and it would involve controversy and confusion here and there. But isn't the psychology concerned with "self-actualization" really the psychology of self to put it differently? "Self? has ever so many ramifications, almost without number. "Self-respect," "self-assertion," "self-expression," "self-growth," or "self-development," and "self-direction." One could go on with "self-system," "self-consistency" and Erich Fromm's "self-love" -- you could add any number of related terms. Isn't "autonomy" in our general definition of Ortho a matter of "self-dependence," including responsibility toward one's self and "self-rights," so to speak? "Being" may be described as a condition of the self and vice versa, perhaps. I have looked up "self" and related terms in English and English's Dictionary of Psychological and Psychoanalytical Terms. My impression is that we could use "SELF-PSYCHOLOGY" without doing any real injustice to M. Caulkins, C. G. Jung, V. Rimy, W. James, H. B. English, W. McDougall and Gordon Allport among others. In the long run, the kind of material we publish should play a real part in determining a generally acceptable definition of self-psychology. Allport's "Proprium" doesn't seem to be comprehensive enough for our purposes.
>
> "Self-psychology" is the best I can offer as a substitute for "Ortho-Psychology," at least for the time being. But let's not give up Ortho-Psychological unless and until we have to! . . .

Our search for a non-profit sponsor for the Journal now turned to Goddard College and Merrill-Palmer Institute (10/21/1958, Sutich). I also renewed my offer to use the Ortho-Psychological Foundation.

As I continued work on the title problem Maslow (10/23/1958) began to consider some alternatives:

> . . . As for title if several members of the Board dislike Ortho, I suppose we'd better retire gracefully into another title. Self-Psychology seems to me quite satisfactory although not as good as Ortho. It fits in with Goldstein's very strong desire to have a more neutral title rather than a very specific one. He suggested simply Man or Human Psychology or Psychological Theory, etc. Other possibilities are The Self, Human Nature, Organism, Existence, and a lot else,

> e.g., The Human Self. But I think Self-Psych is probably best for reasons you mention and others. In long run it doesn't matter too much because any title would be given meaning by content of journal over the years.

These suggestions were very helpful and I proposed a decision (10/25/1958, Sutich):

> . . . Apparently so much opposition to "Ortho-Psychological" has been crystallized by the letter from the American Ortho-Psychiatric Association that we have no choice but to give it up . . .
>
> . . . I hope you don't feel too badly about giving up Ortho-Psychology. It's still a best choice, but c'est la guerre. No one can say we didn't put up a good fight for it . . .

In the same letter I suggested a procedure for introducing the alternative title, Journal of Self-Psychology to the Board of Editors. This was followed by a first draft of a proposed letter to the members of the Board concerning the title (10/30/1958, Sutich). Maslow replied (11/8/1958):

> I'd make it shorter and I'd also make you the boss Editor. When privileges, duties and responsibilities get put in different hands, it doesn't work well. That's the way I organized my Dept. at Brandeis. The guy in charge of the budget has the headaches and the power. I never interfere. You do the work; you should have the honor and the privileges that come from responsibility. Board of Editors are advisors and consultants. It will make you look too little a leader if you have to get "permission" from me and you will be less trusted therefore. Also I'd stress that the name Ortho is to be dropped because too many of our Editors wished it rather than because of the Orthopsychiatry group. My guess is Bd. of Eds will approve of J. Self Psych. You make a good case for it. See you soon.

Szurek and I had been corresponding about progress on the title issue (10/15/1958, Sutich); (10/28/1958, Szurek), and when

I formally announced our decision (11/24/1958) he replied (12/16/1958, Szurek):

> Thank you very much for your letter of November 24, 1958 informing us that the Ortho-Psychological Foundation has decided to drop Ortho from the title of your Journal.
>
> I am glad that we were able to discuss this to what I hope is a mutually satisfactory conclusion.

Various Sponsorship Negotiations

While I was occupied with further administrative matters, Maslow was also busy (12/1/1958):

> . . . Writing like mad on "Psychology of Science." It's got me in its teeth. Doing nothing else.
>
> It's definite now that I'll come to see you Dec. 7 or 8. Please don't tell anyone I'm coming. I won't have much time and want to spend it with you. Much to talk about. Will call you before I come.

Unfortunately the meeting had to be delayed (12/16/1958, Maslow):

> Sorry it didn't work out. Caltech drained the juice out of me for 3 days 9:15 AM to 1 PM every day. Such eagerness for psychological insight I never saw. Religion, creativity, love and the idea of the good person. That's what they pumped me on - faculty as well as students. The humanly naive scientist if he doesn't have to be aggressively defensive shows great yearning for the new psychological knowledge. It's as if I were missionary to a lot of cave dwellers . . .
>
> . . . Well until June then. And until then remember the world - including science - is waiting for what you have to give them. If there had only been a journal I could have referred them (to). Any word from Merrill Palmer?

I replied (12/26/1958):

> . . . The material on the new proposed title has gone out and the returns are still incomplete. At the moment, the score is Reismann, Hartman, Moustakas, Lee, yourself and me, in favor. Fromm doesn't like it. He

offered to try to cook up something better and send it to me, but so far nothing has arrived. His objections he states as follows: "As to the planned title of 'Self-Psychology' I am afraid that as I see it, it is not much better than "Ortho-Psychology. The Self is a highly complex, often misunderstood concept, often confused with the ego, and at the very best the reader will assume the Journal is concerned with the study of the self, and not with a much broader (state)ment of psychology, as I assume it is. If I should have a better idea, I shall drop you a line."

Mumford prefers something else: "I was doubtful about your original title and was glad when the American Orthopsychiatric Association challenged it. But alas! 'Self-Psychology' seems to me clumsy, and what is worse non-definitive. Unfortunately, a better title has not yet suggested itself -- though 'Autonomous' or 'Self-Directive' psychology seem to me a little more indicative of the Journal's specific aim."

It is hard to push ahead without first hearing from the rest of the Board. Discourtesy and all that. On the other hand I shall have to set up some deadline and go ahead on that basis - perhaps January I will be good. I have written to Angyal, May and Goldstein for an immediate response telling them we can't go ahead on a request for a grant sponsorship until we settle the title question.

News has come from Merrill-Palmer about grant sponsorship. The operative paragraph in the Merrill-Palmer letter is as follows: "The Board Members were extremely interested in the Journal and aware of the high calibre of professional people who were participating in the establishment of the Journal. After serious consideration and a review of the problems involved, the Board decided that it was not feasible at this time to act favorably on your request."

My impression is that 'Self-Psychology' is the best we can do at the present time. After all, we do hope that our Journal will be only the first of many Journals that will be necessary to cover the field of inquiry already staked out. Also I believe that both Fromm and Mumford can be persuaded to go along with us if only on the grounds that our initial definition (Creativity, love, autonomy, self-actualization, etc.) should give great scope for the content of the Journal and that the content in turn will attract the readers. Most important of all a start has to be made.

This is very disappointing. On the other hand, it is wonderful to get offers of help from Moustakas

> and Lee in approaching other colleges. I shall write them very soon.
>
> I have no way of choosing between Goddard and Springfield for the next approach on grant sponsorship. I hate to wait for a decision from one after another. By the time each goes through the Board of Trustees another two months is likely to elapse. The probability of waiting another three or four months is an appalling prospect. On the other hand, I can't antagonize or be disrespectful to the particular schools approached by asking several of them to consider our proposal simultaneously. Damn the delay!
>
> In the meantime, our attorney friend tells me that it is unwise for us to push the Federal tax-exemption business with regard to the Ortho-Psychological Foundation until we have settled the matter of an alternative title for the Foundation.
>
> Under separate cover I am sending you a gift copy of a new book by Alan Watts, "Nature, Man and Woman." I haven't read the entire book as yet, but the first chapters seem to be relevant to your work on coping versus expressive behavior among other things.

Maslow (1/1959) had hoped to talk with me about the Journal and he wanted to reassure me:

> . . . perhaps it wasn't necessary. I see that you have the patience and the stubborness that is necessary. With this it will surely come to pass and it will be worth all the trouble and disappointments (I was not only disappointed but also surprised by Brandeis and M-P (Merrill-Palmer) rejections).

Within a week, he suggested I try Springfield College as a possible sponsor, and proposed that we have a dues-paying Society to help in the support for the Journal, using the Society for the Psychological Study of Social Issues (SPSSI) as an example (1/5/1959, Maslow). He reaffirmed this idea in follow up letters (1/24/1959); (2/3/1959) and I replied (1/31/1959, Sutich):

> . . . Perhaps therefore, we had best begin again from scratch. This is why I like your suggestion that we set up a society for the Journal. It would become the permanent sponsor, as soon as Springfield or an alternative was through with the necessary temporary sponsorship. How about Society for Research in Self-Psychology? . . .

There was a series of delays and difficulties with the application to Springfield College (2/26/1959, Sutich). I sent drafts of our requests to Dorothy Lee and Clark Moustakas who then contacted President Olds at Springfield. One of Springfield's internal memoranda had been sent to me by mistake and it revealed a rather suspicious attitude on the part of the Faculty that was consulted about adoption of the sponsorship. Obviously there was a wide difference between the enthusiasm of President Olds and the caution of the Faculty. Moustakas and Lee were apparently as irritated as Maslow and I, and they continued the negotiations in a very direct manner.

Meanwhile, Maslow was trying a slightly different approach at Brandeis (5/18/1959, Maslow):

> I intend to push Sachar when I get back to Brandeis. I'm sure he brushed off the journal without thinking of it much - just because he's so busy. If I ask him myself it may be different.
>
> There's some slight possibility that Institute for Study of Human Values may be founded at Brandeis, with Bob Hartman, Dorothy Lee, etc. That would be an additional factor. We'd all push it. Please keep this possibility to yourself.
>
> These are only possibilities but they do make it more possible for you to be more independent and not commit yourself to anything you don't like. We'll talk about it when I see you.

The Springfield College negotiations seemed to be plagued with errors. My reports to Maslow (5/27/1959, Sutich; 6/5/1959a, 6/5/1959b, Sutich) reviewed the situation, and then indicated the final collapse of the effort. Through some omission or misunderstanding neither Olds nor the Springfield faculty ever saw the statement of purpose, definition, progress report, or list of editors. Olds, in effect, terminated the negotiations and I reported to Maslow that

"the whole business has ended in a mess."

I was now ready to begin negotiations with Goddard College but decided to wait pending clarification of the possibility that Maslow's projected Values Institute, at Brandeis, might be willing and able to take the Journal. For the next several months the sponsorship issue was suspended.

Through a friend and a client I received an invitation to a party in San Francisco that was to include Maslow and various faculty members from San Francisco State College. I asked Maslow about his itinerary (6/5/1959a, Sutich), which he forwarded (6/2/1959) and I replied (6/12/1959) with some suggested times when we could meet. I also said I would try to have Alan Watts attend the party.

Earlier in the year I had received a letter from Maslow (1/5/1959) in which he said:

> . . . Just finished Watts book. Very good! Very important. I wrote many notes on it. Partly a disappointment - much of what I have been writing on Science is in Watts already, even same phrases, and it takes the wind out of my sails a little. On the other hand, pleasure of support and validation is greater. I'm also writing on Femininity-Masculinity toward eventual book. Think I'm way ahead of Watts on this. Do you know him? This book is certainly a remarkable job. I hope to meet him one day.

The party was held and it was one of the most interesting I have ever attended. Maslow was on one side of the room and Watts sat on the floor opposite him. There were approximately 25 guests and a rather informal greeting line developed with each person spending five minutes or more with Maslow. Watts, however, soon had a circle around him, talking with the guests in a casual question and answer manner. Occasionally he would talk at length

about a particular question. There was a genuine difference in the styles of the two men, although both were warm and friendly, and both dealt with the guests in a direct way. It was clear that they both had enjoyed the opportunity to meet.

On the way back to my home in Palo Alto, Maslow and I talked a while about differences between the Eastern and Western attitudes toward the ego. I remember vividly his summarizing comment:

> Isn't it strange that in the Eastern world everything that can be done is done to reduce or eliminate the ego, while in the Western world we do everything we can to build it up?

Through the distribution of the August 1958 progress report and the contacts of our editors with others, we began to receive evidence of a wider interest in the Journal. Roberto Assagioli had seen the report and expressed his full support for the proposed Journal as did the directors of the Psychosynthesis Research Foundation, Inc. (10/21/1958, Hilton).

The existentialists were becoming moderately well-known in the United States and when Rollo May's Existence; A New Dimension in Psychiatry and Psychology was published (1958) I wrote to him about his very stimulating introduction (4/2/1959, Sutich) to the book. May replied April 17 and I quoted excerpts from his letter in my next communication to Maslow (4/20/1959, Sutich):

> . . . The problem of the term "existentialism" is of course very difficult. I have no idea what kind of title we will end up with in the long run -- heaven knows we had a tough time in the discussion of that name for the journal.
>
> Which brings me to a practical problem that I want to mention here, resisting the temptation to discuss in greater detail the other interesting points you raise. I wonder whether the group

> interested in existential psychology and psychiatry would not fit in pretty well among those backing the new journal which you have been working on. We had a conference last week-end in New York City on existential psychotherapy, with Father Van Kaam, Ludwig Lefebre and others giving papers. I must say it turned out to be a marvelous two days. This group has some very significant papers to publish and has been thinking of starting a journal. I wonder whether it is not better, however, to think of their supporting the journal you have in mind, and whether our general interests are not so much alike that we could not all speak through the same journal? Let me know your reactions and also whether you've been successful in making plans for launching the journal . . .

Maslow did not reply and I wrote again (4/30/1959, Sutich):

> . . . From my point of view Rollo May's inquiry is both interesting and encouraging if the existentialist group he refers to is anywhere close to the corrective non-psychoanalytic and non-behaviorist position that he himself takes in his introduction to his book Existence . . .

His letter of May 4 indicated only a moderate interest:

> . . . Rollo May's group would be normally sympathetic with and associated with ours I would expect. I met with them in NYC in Feb. Not a very high powered group but a very nice one, serious hardworking. If nothing else works out maybe we should talk with him further about the journal.

In July I learned that the existentialists were interested in founding a formal organization and journal. I planned to offer them a copy of our mailing list and for fear of being innocent in the matter I decided to clear the idea with Maslow first (7/20/1959). Maslow replied (8/18/1959) approving distribution of the list. He also responded to some theoretical issues I had raised earlier (7/10/1959, Sutich). By late August there was an American Association of Existentialists and it was about to publish a journal. I wrote to Maslow (8/28/1959):

> . . . I must say that I felt sort of chagrined when I learned that the Existentialist group was all ready to come out with their Existential Inquiries in another month or two (I have already subscribed), and that they have an American Association of Existentialists sponsoring the periodical. On the other hand, I can't say that my reaction was more than momentary. After all, we really have something substantial and vital and there is no doubt about the sustained effort we are putting forth in connection with our own Journal, in spite of Heaven and the Ortho-Psychiatric crowd.

In a way these exploratory relations with the existentialists reflects the international and cross-cultural potential of the new psychology. Both Maslow and I tended to think beyond national and cultural boundaries and we saw no reason to limit the scope or quality of our efforts to a purely American orientation.

Finding the Sponsor, the Title and the Editor

Maslow's next letter to me (9/21/1959) seemed promising:

> I have consulted with Sachar about the journal and this time he is definitely interested. What he wants is a memorandum in detail on the plan for it, Board of Editors, financing, etc.
>
> I assured him that the University would have no commitment to it beyond sheltering it from the Income Tax Bureau.
>
> Can you pull this stuff together and send it to me and I will go into him with it.

I organized the necessary materials and sent them to Maslow (10/5/1959, Sutich) with the following reference to a potential European interest in our orientation:

> . . . One of the enclosures is concerned with a number of excerpts from a reply sent in by Dr. Adrian van Kaam (2/15/1958) of Duquesne University. The purpose behind the inclusion of these excerpts is to demonstrate the international scope of interest and work in the "third force" area. In my files there are letters from all over

the world, some asking for more information, others sending in requests for subscriptions, etc.

On November 3 Maslow wrote:

> I spoke with Sachar about the journal. He retains his interest but makes it absolutely clear that this could never involve the slightest promise of support from the University.
>
> What he finally decided to do was to visit you in your home sometime next month when he visits his son who is at Stanford. I think he simply wants to reassure himself that you expect no help from him and to make sure that you are a nice person and not a psychopath who might be pulling some unseen gimmicks out of an unseen hat.

On the 17th he reported:

> I had a conference with Glenn Olds yesterday. Dorothy Lee and Robert Hartmann also attended. (We are trying to set up an Institute for Advanced Studies in Human Values here and it looks as if it may come off). In any case, Olds was extremely apologetic about the misunderstandings and very eager to open the whole business again. From what he said I gathered that the whole thing would be settled very quickly.
>
> In any case, my impression is very strong that he would be a better one than Sachar. So could you at once send him the material that he would need. Please do this in a hurry because it is a delicate matter with Sachar. It would be better to settle this whole thing before he comes to California to visit you, especially since I must not be involved; that is, if you do see Sachar, please say that this was your own idea.

Then on the 24th there was an important development:

> I have just received a little memo from Dr. Sachar. He says "If there is no financial commitment by the University, I can see only prestige in a sponsorship. Go to it and best of luck." That's all he said. I gather it means that he now finds it unnecessary to talk with you about it. In view of my previous letter about Glenn Olds, I guess it is up to you to decide. From the way in which Olds spoke with me about it, I gather there might be some possibility of more than a nominal backing. Maybe even some financial support. On the other hand, there are some advantages in having it at Brandeis because several of your editors will

> be here. This, of course, is not awfully important because Springfield College is close enough. I guess it's up to you.

Due to the sensitivity of the sponsorship situation Maslow and I communicated almost entirely by telephone. Maslow continued to insist that I make the decision. I much preferred Brandeis' reputation and conditional offer to Springfield's uncertainties and recently reversed attitude.

I decided to accept President Sachar's offer and began the work necessary to transfer sponsorship of the Journal from the California based Ortho-Psycholcgical Foundation to Brandeis University in Waltham, Massachusetts.

While this was underway I received an unexpected letter from a senior student at Brandeis who also turned out to be Maslow's son-in-law (12/29/1959, Cohen):

> I was talking to Dr. Maslow the day before yesterday about the journal which you are trying to organize. Dr. Maslow told me the story of the journal to date and he also told me of some of the difficulty which you have been having in finding a suitable name for it. He said that you and your colleagues had finally decided on: The Journal of Self Psychology.
>
> I am a senior student at Brandeis University. Next year I will be entering graduate school in psychology. I am fairly well acquainted with the work of the men who comprise the Journal's Board of Editors: Maslow, Goldstein, Angyal, Allport, Rogers. This is the kind of psychology which I myself feel most at home with, and the chances are that if I stay with psychology, I would want to someday submit articles to your journal.
>
> But I must confess that I was a little taken back at the name which has been chosen for the journal. I believe that I share Dr. Maslow's feelings in this, that the name is not altogether satisfactory. If I may speak frankly: It seems to me that the danger is that self-psychology will become a kind of cult and that the term "self-psychology" does not quite capture the spirit of the men who are your editors. To me these words have almost become a little like slang, almost like "hip-talk".

Ellen, my wife, and I were talking to Dr. Maslow about this. I want to say this as simply as possible. It seemed to us that at those times when a person feels most unique, that is, most like himself, is when he feels most like others. It's those times when he feels most human, when he feels his "humanness", and when he is proudest to be one of the human species.

Consequently, we thought that perhaps a better name than self-psychology for the kind of psychology we like would be "humanistic psychology," and we would like to suggest that the name of the journal ought to be The Journal of Humanistic Psychology. I have many thoughts concerning this name, especially its relationship to the whole history of humanism, but I don't want to burden you with them.

I know that if this name sits well with you, then the chances are that your feelings will be similar to mine and to those of Dr. Maslow. Let me just add that to me the name is a much more loving name than "self-psychology" and one that reflects much more our fundamental concern with human nature and the development of human beings.

Sincerely,

Stephen Cohen

P.S. I've just talked to Dr. Maslow on the telephone to read him this letter, and he told me another interesting thing. Apparently Dr. Fromm has already used a term like the one we are suggesting. He's called his particular brand of psychoanalysis "humanistic psychoanalysis."

Another thing: Last night Dr. Maslow had dinner with Dr. Herbert Marcuse, a member of the Brandeis faculty whom you probably know. Quite independently of the discussions which Dr. Maslow and I have had, Dr. Marcuse suggested that the name of the journal ought to be The Journal of Human Studies. However, Dr. Maslow's feeling was that the main purpose of the journal was to relate the humanistic tradition to psychological studies specifically. This was at least in part an effort to reform some of the notions of the American Psychological Association.

Cohen's letter offered a fresh approach to the title problem and I wrote to Maslow about it (1/8/1960):

I have read Stephen Cohen's letter a couple of times. Naturally it is good to get his views. And most certainly I am interested in his discussions with

> you. (I understand he read you the contents of the letter) and therefore you will be familiar with any references to it.
>
> Since the letter came in the middle of the legal business connected with transferring the Journal to Brandeis, I felt that any reconsideration of the title at that moment was simply out of the question. The legal documents, therefore, are concerned only with the transfer of the Journal to Brandeis. I assume that the transfer will be an accomplished fact shortly.
>
> Now for the title: As you already know, I myself am not too happy about the title, "Journal of Self-Psychology." "Humanistic Psychology" is certainly an attractive alternative. "Self-Psychology" seems to be more clearly implied in "Humanistic Psychology" than vice-versa . . .
>
> . . . Incidentally, Carl Rogers proposed "Journal of the Human Person" in his reply to our Statement of Purpose. I can be just as happy with "Humanistic Psychology" as I am with "Self-Psychology" for the Journal title. From my point of view, the Journal is your baby primarily and having fathered it, you must be the one responsible for the final decision on the title.

I replied to Cohen's letter (1/11/1960):

> I appreciate your thoughtful letter on the title question. The title problem is a very difficult one for all of us.
>
> Since receiving your letter I have written to Dr. Maslow concerning possible reconsideration of the title. Although I am only one of several who have serious reservations about the title, it may not be practical to do anything about it, at least for the time being.

I knew that any new title would have to be cleared with our Board of Editors. Since such a change could be made after sponsorship had been established, further action on the title problem was suspended.

Maslow asked me to be patient while the Brandeis Trustees took up the matter of sponsorship (2/4/1960, Maslow). Then, obviously as impatient as I was, he reported (3/11/1960):

Patience and fortitude! I have been wondering about the delay. I just found out that the matter of the journal comes up at the March 23 meeting of the Board of Trustees. Wait! Wait! Wait!

About two weeks later I received the following Memoranda from Maslow:

To: Professor Abraham H. Maslow March 22, 1960
From: A. L. Sachar
Subject: Journal of Self-Psychology

At its regularly-scheduled meeting on March 21, 1960, the Board of Trustees of the University voted to adopt your recommendation as stated in your memorandum of February 9, 1960, to undertake the publication of the Journal of Self-Psychology. A copy of the actual vote is attached for your information.

February 9, 1960

Subject: Journal of Self-Psychology

Professor Abraham H. Maslow, Chairman of the Department of Psychology, recommends that Brandeis University "join in fostering the publication of a new and badly-needed journal of psychology tentatively entitled Journal of Self-Psychology." He has presented a document whereby the Ortho-Psychological Foundation, a California corporation with an address in Palo Alto, has authorized the transfer to Brandeis University of all its rights and interests in the Journal of Self-Psychology. Dr. Maslow notes that Anthony Sutich, President of the Foundation and a member of the Board of Editors of the Journal, understands there is to be absolutely no financial commitment by the University. Mr. Sutich intends to raise the money for publication by appealing to various foundations, and the chief purpose of having the University take over the Journal is that contributions for the publication may be tax-exempt.

If the Trustees wish to adopt Dr. Maslow's proposal, the following vote is recommended to protect the financial position of the University as far as possible:

VOTED: That the University accepts the transfer from the Ortho-Psychological Foundation of California, of all its rights and interests in the Journal of Self-Psychology; and that

> the University undertakes the publication of said Journal as a part of its educational activities with the express stipulation, however, that no general funds of the University shall be made available for the expenses of the publication of said Journal, and the sole financial responsibility of the University shall be to make available for the expenses of said Journal such funds as may be given or paid to the University for the express purposes of the Journal, and that this stipulation be made known to any present or future members of the Board of Editors of said Journal.

At last we were airborne! After nearly three years of intense work and a number of painful frustrations, Maslow and I finally had something to celebrate. I telephoned him immediately and we were both very happy with Brandeis' action.

From the beginning of our effort on the Journal I had assumed that Maslow would be its Editor. I told him the Journal was now ready for his editorship. He firmly declined and said, "Why don't you take over the editing? After all, you know more about it than anyone else." I responded with, "I don't know how to edit; I've never edited anything in my life." He answered with, "You can do it. You remember the talk we had a couple of years ago about the five different ways of editing?" I answered, "Yes. But I remember only the first one!" He then said, "That's all you need to know. The other four aren't all that important." I had remembered that the first way was essentially that every effort should be made to keep the author's presentation and style intact. This was discussed in the context of how well written were most British scientific papers in comparison with most American papers. We did not take up the

other four ways of editing and I still cannot remember what they were. It is enough to say that with the assurance of his availability as my advisor I agreed to take on the position. With this matter settled I prepared a draft of a letter to be sent to the Board of Editors, over my name as Executive Editor (3/31/1960, Sutich).

Chapter 6

FOUNDING THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY: PHASE ONE, 1960-1962

The Need for a Membership Group

Maslow talked with many people about the Journal and he did not neglect the practical aspects. At a party (4/11/1960, Maslow) he learned from the psychologist, Lawrence Frank, that:

> . . . in general . . . every journal that has started did so as the organ of a group of people who formed an association, paid dues, and got the journal for their dues. He suggested my mailing list as a beginning . . .

I agreed with Maslow about the desirability of a membership organization. But it would also need a title and we had not yet settled on a title for the Journal. Cohen's suggested title, "Humanistic Psychology," was in my draft letter to the Board of Editors (3/31/1960, Sutich) and in a later version (4/22/1960). I proposed "American Association of Humanistic Psychology" to Maslow for his consideration (4/20/1960; 4/27/1960, Sutich).

I had some concern that the use of the term "Humanistic" might lead to the Journal and Association being mistakenly identified with the American Humanistic Association of Yellow Springs, Ohio. I thought that organization was over-concerned with "taking potshots" at ministers, theistic religion, etc., and were giving too little attention to their original commitment to the worth, dignity and affirmation of man, especially in terms of his self-respect and the development of his positive potentialities. After much consideration

I found myself taking the same position as Maslow (10/23/1958), i.e., that an affirming positive content in the Journal would in the long run create a corresponding impression with respect to the term "Humanistic." I was now ready to proceed with "Humanistic Psychology" and so was Maslow (5/10/1960):

> After more thinking and talking, my opinion is that it should be the Journal of Humanistic Psychology and that we not make this too definite pending discussions with fund granting institutions that may wish some change that might be acceptable. Accordingly, also the American Association of Humanistic Psychology seems to be about right to me. I think it is fine about John Arnold helping. I hope it works out . . .

My reply indicates I now was ready to send the letter to our Board of Editors (5/16/1960, Sutich), and Maslow responded (5/24/1960):

> Both drafts look fine. I have nothing to add or change. You're turning out to be very good at this sort of thing. An unsuspected talent!
>
> I am happy for you about Joe Adams. It is so nice to have someone to talk with who is enlisted in the same army (especially if he knows mathematics).
>
> This refers to your letter dated May 18th. I also received the day before an envelope postmarked May 18th from you but had nothing in it. I suppose this means nothing to report.

I had wondered from time to time if Maslow was placing unnecessary restrictions on himself in his search for a personal grant, or similar funding, to pursue his research and writing. After encouraging him to consider a wide variety of possible funding sources (6/1/1960, Sutich), he replied (6/7/1960):

> . . . About your note, be apprised of the fact that I have finally officially swallowed my pride or whatever it was and I am trying hard to get a year off in 61-2. I don't know much about foundations but I am inquiring around now. I will probably apply to

> Bollingen, the Princeton Institute, maybe Fullbright, and any others that I hear about that seem likely. If you know of any, pass on your suggestions. I want so badly to finish my psychology of science book and I have had so very little time this year that I have got really rebellious about it.

The newly proposed title met with general acceptance and little objection from our editors and I informed President Sachar of Brandeis of our decision (7/21/1960, Sutich):

> This will inform you that the Board of Editors of the Journal of Self Psychology has decided to replace the title, Journal of Self-Psychology, with the title, Journal of Humanistic Psychology. This change is in line with the acceptance of the Journal of Self Psychology as a tentative title at the March 21, 1960 meeting of the Board of Trustees of Brandeis University.
>
> Furthermore, the Board of Editors has decided on the organization and, through its Executive Editor, is engaged in the setting up of an association which will bear the title, American Association of Humanistic Psychology. The purpose of the Association is to administer the Journal of Humanistic Psychology in conjunction with the Board of Editors under the sponsorship of Brandeis University.
>
> Grants and other contributions to the Journal of Humanistic Psychology, whether from foundations or individuals, are to be made directly to Brandeis University, Psychology Journal, and in accordance with the decision of the Board of Trustees will be transferred to the Journal.

A response from the Brandeis Legal Counsel (7/25/1960, Smith) indicated that a change in title did not require any special action. I was relieved to be able to turn my attention to other matters.

The members of Maslow's mailing list were by this time informed of the possible formation of an Association to administer the Journal (7/1960, Sutich). Their responses were favorable to the proposed membership group (8/2/1960, Sutich): I also struggled with the grant applications and the mechanics of planning our first issue. I kept

Maslow informed of the difficulties I encountered and he told me about a problem that he had (9/1/1960, Maslow):

> In a letter to me it turns out that Charlotte Buhler is a little miffed about not being on the editorial board. ". . . Incidentally, I was happy to get news of the new journal being actually successfully started and of course I will join. I was a little disappointed not to be invited among this very congenial group of editors. Seems to be my American fate."
>
> Have you had any thoughts about expanding the editorial board? My own feeling is that it wouldn't do any harm to add three or four suitable people and they might be of help in pushing it. What do you think?

In a telephone call to him I offered to send an invitation to Buhler with an apology for the oversight. Later (9/12/1960, Sutich) I asked him for a list of other possible editors and sent a list of 44 individuals willing to join an association. In his reply (9/20/1960) he suggested several new members for the Board of Editors and announced the welcome news that he had received a very lucrative Fellowship from the Western Behavioral Sciences Institute in La Jolla, California, for the 1961-62 year.

This was another welcome development and I now thought it was time to insist (10/14/1960, Sutich) that he be the first President of the forthcoming Association. Once again his reply (10/20/1960, Maslow) surprised me:

> As for being President, I don't think you quite understand my feeling. I assure you it's not modesty or anything like that. It is just that I hate administrative work of any kind. Sooner or later perhaps it would be appropriate that I be president, but at the beginning a man of great energy, dedication and lots of time had better be the one. Someone who would be willing to devote a good deal of time to build up the Association in its first year or two. This, I cannot do at this time because I am already loaded up with administrative things. I am the Chairman of the Department

> here, President of the M. P. A., President of the Division of Esthetics in the A. P. A. A couple of years from now I would be freer to do a good job. In any case, it has been my experience with associations that it is very unwise to pick officers at the beginning except in the most temporary way. They should be elected. My feeling is that officers are not really necessary until things get a little better organized, perhaps not for another year until the journal has got started, there is a fixed membership list, etc. Meanwhile, I don't see any harm in continuing in the informal way in which we are now doing, especially since there is as yet no association. I agree with you that a good way to run the journal is by the Editorial Board. In the meanwhile, you should certainly get as much help as possible in running the journal and in forming the Association since these had much better be face-to-face people -- people in your area. Why don't you just appoint them simply as pro tem treasurer, pro tem secretary, pro tem editorial assistants, etc., and then everything can be made more formal a year or so from now . . .

I had already written and mailed to Maslow an extensive report with enclosures regarding the six months activities following the approval by Brandeis of our sponsorship (10/20/1960, Sutich; 10/21/1960, Sutich). I also told him why I thought it might be better to make a minor but significant change in the title of the proposed Association (10/21/1960, Sutich):

> It may or may not be important but it has occurred to me a time or two that the title of our Association might be more accurately stated as the American Association for Humanistic Psychology rather than of as we now have it. The organization I have in mind which has led me to think this way is the American Association for the Advancement of Science. I belonged to it for a couple of years at one time. Perhaps we have not yet reached the stage at which we could say for the Advancement of Humanistic Psychology. And not having become official as yet with officers, by-laws, etc., one might say it is still in a pre-natal stage of development. But why not For Humanistic Psychology in the title, in view of all of us being in favor of its advancement now that it has been "conceived." What do you think?

> It amuses me to think of confronting a prospective member of the Association and saying to him, with finger pointing directly "Are you for or against Humanistic Psychology? Obviously, you can't say no if you are a man of good will. Therefore, sign here!"

Another advantage of the use of "for" in the title was that it would help to clear up any doubt about our commitment to an affirming, positive psychology. The phrase "For Humanistic Psychology" would tend also to lessen the chances for any mistaken connection with the superficial concept of "positive thinking" then being advanced by the popular Protestant minister Norman Vincent Peale (1955).

Maslow replied to my suggestions (10/25/1960, Maslow):

> I think for Humanistic Psychology is better than of Humanistic Psychology . . .

I regarded the Association's title as a decided matter.

In the October 25th letter referred to above Maslow raised the question of why I chose to use the name "American Association for Humanistic Psychology." A similar question came from Roberto Assagioli somewhat later. I thought it desirable to use "American" because I had had so much difficulty with the Internal Revenue Service in trying to establish a sponsoring organization for the Journal, that I felt it was important to make sure we had anticipated every possible significant source of trouble. This included the "subversion" hysteria of the post-McCarthy phase (1954-1960) in this country. There was a climate of considerable suspicion. Several Congressmen had accused the Ford Foundation of being a subversive organization and the I. R. S. was making every effort to

insure the country against the presence of any subversive organization. I thought the best approach to this was to protect our organization from any silly questioning of our loyalty. It seemed that the best way we could do it was to refer to ourselves as the American Association for Humanistic Psychology. This would be a temporary device until a more relaxed political climate had arrived, at which time we could simply be the Association for Humanistic Psychology. By then it would be clearly open to members in all nations (10/27/1960, Sutich).

Publication of the Journal

By November 1960 I was thoroughly immersed in the evaluation of manuscripts and the related preparations for the first Journal issue (11/15/1960, Sutich). I wrote to Maslow:

> I have just sent out a call for papers to the members of our Board of Editors . . .
>
> It occurs to me at this moment that some of my letters and other communications may be a bit gabby. But whether they are or not won't make much difference now. I am so full of the Journal and Association material that it has to pour at each and every opportunity . . .
>
> . . . This business of editing makes me a bit "nerv-i-ous" as a friend of mine would put it. I am reading up on editing and hope to acquire some skill as I go along. Of course, you can be sure that I'll be checking in with you on final decisions on papers that go into the Journal . . .

Maslow often replied to more than one of my letters at one time. The following is perhaps one of the better examples of how he saw our working relationship (11/29/1960, Maslow).

> First an explanation about the delay in answering: for one thing, I have been overwhelmed with a series of emergency demands which came simultaneously

> At the same time, about six weeks ago, I made a great theoretical breakthrough and I have been trying to write like mad ever since. In order to do this I simply pushed all my mail aside. Please don't worry if I don't answer your letters. It's usually a very good sign that I have had a wonderful idea and I am working well. I think it's part of my call or vocation to put my own work out or my own ideas first before any other obligations. I think you will agree that I can be most useful that way. We will have a chance to talk about it next summer . . .
>
> You will get my Eupsychia interview in the mail soon. You must judge whether it is worth while or not. I am not sure. Remember, you are definitely the boss, in fact, The Boss, and of course I promise to respect any decision that you will ever make about anything . . .
>
> . . . I agree on incorporating existential psychology and phenomenological psychology in the new draft of the articles of the Association. Apparently our taste is similar at least on Cohen's paper (Cohen, 1961). I thought it was brilliant. You mention that he disagrees with me. I assure you that is permitted and even welcomed where it is intelligent as his disagreement is. Don't worry about being an editor. I think you are going to be fine . . .
>
> . . . Finally, you say that it is very hard to proceed without hearing from me more or less regularly. Please try wherever possible to make the decisions yourself. I am afraid I am going to be a rotten correspondent for the rest of my life. In any case, aren't you impressed with the fact that so far we have agreed about practically everything anyway. It will be more efficient if you just assume that I will approve of whatever you will approve of.
>
> P.S. My work is going beautifully. We will talk about it when I see you. Big theoretical things are happening.

The technical preparation and printing of the first issue was a struggle. I kept Maslow apprised of this problem. He was sympathetic and suggested (1/17/1961, Maslow): . . . just keep on trying until something right comes through . . .

Two days later (1/19/1961a) I wrote in reply:

> . . . out of the blue, blue skies has come a gal who has nearly ten years of experience with the Stanford Press and nearly a year as assistant to public relations for a large San Jose hospital, a person very interested in humanistic psychology and ready to do whatever she can for it, gratis preferably or a nominal fee if I insist . . .

This referred to Mrs. Harriet O'Neill[12] who was instrumental in transforming manuscripts into printed copies of the Journal. This good fortune was followed by another series of events which resulted in the Journal receiving a $300 cash contribution from one of my friends in another city. When Maslow learned of this he commented (2/2/1961):

> . . . I am so glad to hear about the good breaks which seem to come of themselves. It looks as if Fate wants the journal. You see, all that's needed is "patience and fortitude" and maybe a little optimism also. Part of my optimism comes from the many expressions of interest that come my way . . .

Both of us had planned to have a sympathetic and well-known psychologist write the Introduction for the first issue. Unfortunately our deadline for an appropriate manuscript could not be met by those we asked (1/19/1961a, Sutich; 2/2/1961, Maslow) and the task fell to me (2/10/1961, Sutich).

> Damn it all! It seems that I just can't escape! Therefore, I am enclosing a copy of a first draft Introduction for the Journal . . .

Maslow replied (2/12/1961):

> Tony, you just don't trust yourself enough. This is excellent. It could be longer and fuller perhaps, but this is not necessary at this point today, because of your reference in the last sentence to a fuller treatment in the future. Also do you plan to publish some statement in the 1st # on formation of the Association? If not, no harm in adding a paragraph at end of this paper if your plans have

> gone far enough. Or maybe something like "Organization for an 'Association for Humanistic Psychology' is now under discussion. As soon as this is worked out, announcements and invitations will be printed in this Journal." What do you think?
>
> I really think it would be a) more honest and true and b) tactically sounder not to speak of a single founder. Tying it to just my name means that anybody who dislikes me or my style or my ways will automatically dislike Humanistic Psychology. Better to make it a collaborative group. Also its just plain true that I learned from Fromm, Horney and Goldstein particularly. Why not give them credit too? No harm in it, and much benefit. Good administrative and organizational policy calls for meticulous and accurate historical statements and Fromm, Rogers, Goldstein will know that they were on the scene either earlier than I or at the same time. What I did that they didn't do was to encourage contact and exchange between all of these people. This was done by much correspondence and personal meetings and finally by starting my Mailing List around 1954 as a kind of Committee of Correspondence. I might be called the first organizer and one of the intellectual leaders (with Goldstein, Fromm, Horney and Rogers).
>
> Please be very clear and meticulous about this. Another sentence or two will do it. For instance something like the following:
>
> The major intellectual leaders of this group in this country were Goldstein, Horney, Fromm, Maslow, Rogers, Allport. In 1954 Abraham H. Maslow made the first move to bring these and many other interested individuals together in a kind of Committee of Correspondence and Interchange. The mailing list which bound this group together grew with such extreme rapidity in the years following that a journal and an association seemed called for.

This statement resolved most of my concern about giving Maslow adequate credit in the Introduction to the first issue of the Journal of Humanistic Psychology.

The new Journal was about to appear and I became impatient (2/27/1961, Sutich):

> . . . my negro nurse who is here from 8 a.m. to 1 p.m. six days a week belongs to a Fundamentalist cult. Almost every morning she quotes from the Bible or from a direct conversation with either Jesus

> or The Holy Ghost to the effect that I must be patient. (I recall a letter from you several weeks ago in which you joined this angelic chorus by ending your letter with Patience and Fortitude!). Well, my answer to all of you is that I extoll the virtues of impatience, there being nothing like it . . . And it does no good to have Harriet (O'Neill) tell me that I act like someone about to have a baby.

Finally, the first issue was ready (4/10/1961, Sutich):

> Well, it looks like we've made it! Ye little old Journal is now an actuality rather than a potentiality! I am enclosing one of the two "hand-woven" copies I received today. One for you and one for me, just to prove if necessary that we weren't kidding anyone these past almost four years . . .

Maslow replied April 13th:

> . . . P.S. The Journal came in just this minute -- a very thrilling moment. I sat there thinking what patience and fortitude and stubbornness could do. Your introduction is excellent; you are a good writer. Congratulations for the whole business! I think also that this may turn out to be quite a moment in American intellectual history . . .

Although we had a statement of purpose as early as November 4, 1957, the contents of the first issue of the Journal were not decided until shortly before publication. I wanted the range of subjects to be as representative as possible. Maslow and I were agreed that the first issue, and all others following, should protect the author's style and autonomy of expression. Another factor that influenced my choice of contents for the first issue was the wish to represent an evolving force and avoid defining a fixed entity. The published table of contents of the first issue of the Journal reflected our views at that time (Sutich, 1961).

Volume 1 Number 1 Spring 1961

CONTENTS

Introduction
ANTHONY J. SUTICH vii

Health as Transcendence of Environment
ABRAHAM H. MASLOW 1

The Goal Structure of Human Life
CHARLOTTE BUHLER 8

The Sense of Self
CLARK MOUSTAKAS 20

Can We Educate for a Sense of Value?
HENRY WINTHROP 35

A Growth Theory of Neurotic Resistance to Therapy
STEPHEN H. COHEN 48

The Problem of Acting and the Problem of Becoming
FRANKLIN J. SHAW 64

Two Pictures of Man
GENE F. NAMECHE 70

The Roots of Personal Existence
DAVID SMILLIE 89

Humanistic Psychology and Culture
ADRIAN VAN KAAM 94

Education of the Emotions
HORACE B. ENGLISH 101

On Alienated Concepts of Identity
ERNEST G. SCHACHTEL 110

Book Review 122

Organizing the Association

Both of us were pleased with the results of our hard work and I began looking for ways to make it an easier task (5/2/1961, Sutich):

> . . . I have to work like hell day in and day out to earn a living doing therapy work and I have no money to spare. It has struck me a number of times that I might be eligible for a grant of some sort from somewhere. The job of pushing the Association to which I am committed (and gladly) would be infinitely easier if I could get a grant . . .

These rather nagging details did not dampen my enthusiasm for our prospective A.A.H.P. Contemplating its prospects as an active part of the new psychology I was stimulated to think about specific ramifications, such as axiopsychology (3/27/1961, Sutich; 4/4/1961, Mowrer; 5/18/1961, Sutich), derived from axiology (5/2/1961, Sutich):

> . . . In a moment of weakness (I can't explain it otherwise) I suggested in a brief letter to O. H. Mowrer that the position he was developing seemed to call for a new journal, something that might be called the "Journal of Axio-Psychology." He fired back a letter immediately, asking me to elaborate, etc., etc. He seems to think that this might get going if 20 or so psychologists put up a hundred dollars or so apiece. He made no objection to the statement that such a journal might come into being under the auspices of the American Association for Humanistic Psychology. I have had his letter for about two weeks but have been too scared to answer it, figuring I might get too involved in new things at the moment. I'll answer him soon, of course . . .

Unfortunately my efforts to proceed with the organizing of the A.A.H.P. were temporarily halted by illness (6/7/1961, Sutich). I contracted a virus infection which was complicated by the side effects of cortisone therapy. Although I was able to see clients in therapy I was not able to resume work on the Journal or A.A.H.P. until July (7/17/1961, Sutich). Almost simultaneously (7/18/1961) Maslow

wrote from Western Behavioral Sciences Institute to inform me that he would try to get to Palo Alto as soon as possible, perhaps within a month. He was in a joyful mood:

> . . . It might have come up earlier, but my work has been going so beautifully here that I just hate to break it. There is nothing like being completely free and irresponsible for my kind of work. It just flows and flows and I am very happy about it. Furthermore, this kind of free atmosphere makes more possible the "far out" pioneering quality, it is as if being relieved from the world and reality. I don't have to pay any heed to public opinion or pleasing people, or the demands of reality. I burrow about in my own private world of fantasy, inventive intellectual play and wild thoughts generally. Of course, much of this turns out to be crap, but then I just toss that part away and save the rest which is very precious.
>
> I am sorry that we don't live closer together. I feel you would understand what I was doing so that occasionally I could have someone to talk with, someone to try it out on. Well, I will see you soon and we will talk about it . . .

I wrote to him saying that I was delighted to hear he was enjoying himself so much and I enclosed a draft of the formal organizational announcement of the American Association for Humanistic Psychology (7/24/1961, Sutich). I stated that if he had no objection I would list him, Clark Moustakas, Dorothy Lee, Joe Adams and myself as members of the Committee on Formal Organization. Maslow replied in hand written marginal notes on the same letter that "other board members" should be included in the Committee.

There were a number of details to take care of for the forthcoming issue of the Journal and this delayed work on A.A.H.P. One of these matters was the expansion of the Journal's Board of Editors. I prepared a draft letter of invitation to prospective new editors and Maslow cleared it (8/15/1961, Maslow):

> Everything looks good. I gather that you are keeping separate the Board of Editors of the Journal and the Board of Sponsors for the Association. This is the obvious thing to do. The more Sponsors, the better. I would accept practically anybody without thinking about it twice. Obviously, you cannot do this for the Board of Editors . . .
>
> . . . since an appointment to the Board of Editors is irreversible, it would be a catastrophe to have a wrong person on the Board . . .
>
> . . . you mentioned that other such organizations may be formed throughout the free world. Why limit it to the free world? There isn't a chance in a thousand that the Russians would be interested today, but who knows how their minds may change in the future and in any case, Poland is quite different from other countries. I get a fair number of requests for my reprints from Poland and Czechoslovakia . . .

The invitations were mailed in August 1961. The names and the dates of the individual replies are listed below:

Aldous Huxley	(8/4/1961)	Hadley Cantril	(9/5/1961)
Gordon Allport	(8/28/1961)	Ernest Schachtel	(9/7/1961)
S. I. Hayakawa	(8/29/1961)	Carl R. Rogers	(9/8/1961)
Sidney Jourard	(8/29/1961)	Gardner Murphy	(9/13/1961)
Helen Lynd	(9/3/1961)	Ira Progoff	(9/19/1961)

Gardner Murphy, Gordon Allport and Helen Lynd declined the invitation. The other seven accepted.

Maslow was pleased with the results (9/21/1961):

> . . . The Board of Editors looks fine. It is a pity about the ones who declined, but that can't be helped . . .
>
> I keep on looking for angels, but I am taking it easy and slowly - I don't want to rush things.
>
> The table of contents looks wonderful, just as good as the first number -- maybe better. The miracle you presented seems to continue miracling.

Now that the Journal Board of Editors had a wide interdisciplinary representation, I returned to the task of organizing the A. A. H. P. (12/6/1961, Sutich). The Committee on Formal Organization, previously mentioned, was designed to approve governing policy,

documents, officers, and guide the early development of the A. A. H. P. Maslow responded with marginal notes on the above letter and agreed with this general structure but once again declared his preference for an eclectic organizing group.

> I strongly urge that at least 6 or 8 well known people be on Committee on Organization (to indicate broadness, eclecticism, not too tied to any one person's doctrines, etc.) . . .

Although I kept in mind Maslow's concern, the Committee on Organization (the term "Formal" had been dropped) was not expanded and finally consisted of Maslow as Chairman; Lee, Moustakas, and Adams; Sutich as Secretary. I drafted a letter inviting the Journal's expanded Board of Editors to join in sponsoring the A. A. H. P. (12/18/1961, Maslow, et al) and all accepted as indicated below.

Adams	oral acceptance	O'Neil	oral acceptance
Buhler	(12/18/1961)	Winthrop	(12/29/1961)
Cantril	(12/18/1961)	Reisman	(12/29/1961)
Hayakawa	(12/18/1961)	Huxley	(1/3/1962)
Hartman	(12/22/1961)	Progoff	(1/3/1962)
Lee	(12/23/1961)	Schachtel	(1/3/1962)
Moustakas	(12/23/1961)	Jourard	(1/3/1962)
Mumford	document unavailable	Rogers	(1/8/1962)
Maslow	oral acceptance	Goldstein	(2/4/1962)
May	(12/27/1961)	Sutich	oral acceptance

With the Board of Editors committed to sponsor the A. A. H. P. I sent Maslow a draft letter of invitation that would be sent to prospective members (1/1962, Sutich). His response was to cross out the term "Chairman" attached to his name with the explanation:

> Better not to have a chairman, or a leader, makes it more impersonal and problem-centered. All else O. K.

Although we were now making progress organizationally, the financing of the new Journal and the prospective A. A. H. P. was always a serious problem. I had previously applied to many

foundations for funding. An inquiry to Dr. Hilgard at Stanford University, who had received funding from the Ford Foundation, produced the following (9/15/1960, Hilgard):

> I'm sorry that you are having trouble getting the Journal of Humanistic Psychology launched. I am fond of Dr. Maslow and just the other day gave one of his papers on the Peak Experience to a visitor.
>
> The Ford Foundation has washed its hands of work in the Behavioral Sciences. Our Laboratory received a grant from them five years ago but they have made it very clear that they will not renew or continue support. So my influence in that direction is now nil.
>
> I wish I were able to help, but I do not see clearly what I can do at this stage. One possibility is the Psychological Foundation with headquarters within the American Psychological Association in Washington. I think it would be worth sounding out.

I asked Maslow about the American Psychological Foundation (9/19/1960, Sutich) but he never took up the matter with me. I continued to send proposals to various foundations, including the American Psychological Foundation (1/19/1961a, Sutich). Nothing significant occurred until the end of the year (12/27/1961, Sutich):

> Hang on brother! The millenium has arrived! To the tune of $1000.00! And from whom? Why, none other than our beloved fraternity otherwise known as the American Psychological Foundation. And as you will see from the enclosed copy, it is strictly anonymous. Anonymity under such circumstances is obviously no hardship . . .

The American Psychological Foundation was a small-grant organization designed to foster innovations in psychology. It was sponsored by the American Psychological Association. After many years and many changes, including the establishment of the Division of Humanistic Psychology in the American Psychological Association, it now seems desirable to abandon the anonymity and acknowledge

this support as having come from the profession that at one time seemed to be more an adversary than a friend.

The grant for the Journal was not only helpful financially but it also helped our morale considerably. As a result Maslow and I agreed to produce our first special number of the Journal, a Charlotte Buhler Anniversary Issue (1/2/1962, Maslow; 2/8/1962, Sutich). I knew the Buhler project would take a year to prepare. In the meantime there was a temporary scarcity of manuscripts for the Spring 1962 number. I wrote to Maslow (2/13/1962, Sutich) and he replied (2/20/1962) reassuring me that he himself had more material than I could use. He also commented:

> . . . Many people have not written the papers they wanted to because there was no place to publish. Now that they know there is a place to publish they will soon make the habit of writing them up . . .

The shortage of manuscripts had ominous implications at the time because we were still trying to establish the Journal. After 14 years of editing I know that such temporary shortages are likely to be a function of standards of selection, changes in authors' interests and unknown factors. None of these considerations necessarily reflects the lack of need for a publication outlet.

Even though we had received the $1000 grant, I personally felt the pressure of financial responsibility for the Journal and Association (3/20/1962, Sutich).

> . . . There is one item about finances, however, that will have to be taken up eventually, namely, the fact that in the agreement with the Board of Trustees of Brandeis University I am solely responsible for the financing of the Journal. My reaction to this is so far, so good. But as is explicitly stated in the Articles of

> Association of the AAHP, the Association is responsible to the Board of Editors and the Board of Editors to the Board of Trustees. Therefore, since I am financially responsible for the Journal it is at least implied that I am also financially responsible for the Association . . .
>
> . . . I haven't stopped working at the business of additional capital or financing of any description for both the Journal and the Association, of course. And I have no desire to take up any question with the Board of Trustees at this time. I am just moaning and groaning and blasting and blowing about a difficult personal phase which, should disaster occur, might affect the Journal and Association if there had been no warning whatsoever . . .

Maslow replied (3/30/1962):

> . . . I don't think we need worry about financial responsibility because the Association will take this off your shoulders as soon as it is formed. Meanwhile, hold out. Patience and fortitude. We'll talk about it this summer. Meanwhile, keep in mind again, whenever you feel weak or wobbly, that you have passed a veritable miracle by sheer gumption and courage and stubbornness. Pretty soon I am sure you will be able to lay this burden down and just bask in the glory. Then you can sit and think about how you have earned a place in the history books.

By this time the Fall, 1961 Journal issue, delayed by overseas printing, had been delivered to subscribers. It included an announcement of the organization of A.A.H.P. and a brief description of its structure (Sutich, 1961, p. V-VI). A few months later the Spring 1962 issue presented the articles of Association of A.A.H.P. accompanied by a brief introductory statement (Sutich, 1962, p. 96-98).

Even with this progress there was a growing backlog of A.A.H.P. work. In June I informed Maslow that there would not be enough time to organize a meeting of the membership for late summer and suggested an alternative mailing of a newsletter or progress

report (6/27/1962, Sutich). He agreed with this suggestion and also commented on his own activities (7/6/1962):

> . . . I'm having an extremely busy and interesting and rich time here learning all about eupsychian management policies and the relationship to the good society, to psychological health and God knows what else as well. Since I came in absolutely naive and virgin, that is I had never read anything about business or management or administration in my life before, you can imagine that its been a very busy time gobbling up everything, learning as much as I could and reading and reading and reading. I'll tell you about it when I see you . . .

Chapter 7

FOUNDING THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY: PHASE TWO, 1962-1963

A Growing Circle of Participants

Various psychologists and other individuals interested in A. A. H. P. were beginning to contact me, either through Maslow's suggestion or in response to the Journal and the A. A. H. P. announcements. One of the first persons to become formally involved was Norma Rosenquist, ". . . very eager about helping out and seems to be a really capable gal." (8/22/1962, Sutich).

Late in spring or early summer, 1962, our technical editor, Harriet O'Neill, introduced me to Miles Vich. He was working on a Peace Corps training project during the summer and was a graduate student at nearby San Jose State College. We met to discuss our interest in psychology and thus began a professional and personal relationship that has been one of wide-ranging mutuality and continuous close cooperation. Within a short time Vich was reviewing manuscripts. A relationship developed that became second only to that of Maslow in my career as a psychologist.

Others were rapidly becoming involved in the A. A. H. P. Dr. James F. T. Bugental was first known to me through his critical letter published in the 1957 Newsletter of the Clinical Division (11/9/1957, Sutich). His letter impressed me very much. Bugental later saw my announcement of the founding of the Journal.

Eventually he submitted a manuscript to the Journal (Bugental, 1962) and I decided to offer Bugental a role in A. A. H. P. (10/9/1962, Sutich).

> . . . I plan to ask Bugental, who has an article coming up in the Fall issue, to be President or Secretary, Pro-Tem. I have also thought of selecting Shostrom for the Presidency. Do you have any preference? I had even thought of asking Paul Lloyd or Andy Kay, but have held off because I didn't want to complicate your own relationships at the WBSI . . .
>
> Lloyd was most generous in sending us the $1000.00 personal check for the Association when we applied to the Institute for a grant and were told that all of their funds had already been allocated for this year . . .

Maslow replied (10/17/1962):

> . . . Either Bugental or Shostrom would be fine for the presidency. They are very decent people. Also, I don't remember whether I mentioned to you the very nice people I met up at Sonoma State College. Perhaps you should try to involve them in the Association as well. The names are Hobart Thomas and Gordon Tappan . . .

I acknowledged Maslow's suggestions (10/18/1962, Sutich):

> . . . Thanks for the O.K. on either Bugental or Shostrom for the presidency. I have not been able to get around to meeting Hobart Thomas and Gordon Tappan. Mrs. Norma Rosenquist, who met you at the Sonoma conference, and has since been doing a lot of volunteer work for us, knows them, and we have already talked about a get-acquainted invitation . . .

In lieu of the 1962 membership meeting I prepared a Progress Report (11/1/1962, A. A. H. P.). It reported activities to date and described the organizational structure of A. A. H. P. The Progress Report only partially reveals the fact that I found myself with an almost completely free hand in the initiation of A. A. H. P.'s various activities. On other occasions, previously and subsequently, I have enjoyed similar trust and freedom with colleagues.

I do not have, nor do I recall, a single letter, telephone call, or note expressing approval or disapproval of the 1962 Progress Report. I have only the feeling that it met the needs of a growing membership and that there was the satisfaction of a completed job. Maslow's only reaction (10/17/1962) to an advance copy was:

> Just got your progress report . . .

By November all that remained was the implementation of the decisions announced in the report. The newly appointed President Pro-Tem, Bugental, sent letters to the Officers, Board of Directors and Organizing Committee with a call for a first Pro-Tem meeting (11/28/1962, Bugental; 12/28/1962, Bugental).

There was an increasing local interest in the Journal and A.A.H.P. In September I received an invitation to speak to the Northern California Humanist Council (9/19/1962, Morain). I accepted (10/9/1962, Morain; 11/13/1962, Morain) and, in a letter to Maslow (10/29/1962, Sutich) expressed my attitude toward this development:

> . . . It will be an opportunity to tell the group about the Journal and how it started. I could have turned down the invitation, except for one thing that I've seen coming for quite a while, namely, what you have referred to as a "public" role. The developments of the past several years have pointed unmistakably to my getting away from a certain degree of isolation that was self-imposed . . .
>
> . . . I have had quite a number of invitations over a period of years, but only once did I accept, and that was long before I got into the Journal phase. It strikes me nowadays that I have something that I am very much involved in and that I very much want to share with others. And there are more and more others every day. So . . .

There was a humorous but at that time somewhat painful episode at the beginning of the talk. I had been wheeled into the auditorium and lifted onto the raised platform and positioned next to Kenneth Rexroth, the poet and literary critic; S. I. Hayakawa, the semanticist; Richard Kilby, a professor of psychology at nearby San Jose State College; and other members of the panel (11/17/1962, Northern California Humanist Council). About 400 people were present. I saw my wife come in and sit down in the last row of seats. She was carrying my notes and instead of coming to the platform to hand over the notes to someone for my use, she remained seated. I felt lost without the notes and I was annoyed. I could have asked her over the public address system to come up to the stage but at the last minute I decided "to hell with it," and proceeded without them. About midway through the presentation, the sound system failed abruptly and had to be repaired. Eventually I finished my talk -- not too happy with the results. After the meeting, while being wheeled out of the auditorium I asked my wife, "Why in hell didn't you bring me the notes?" She replied, "Oh I think you talk much better spontaneously so I decided you would do better without them."

Another result of my connection with the Journal and Association was the invitation to contribute to a proposed book. In discussing this with Maslow I commented (12/12/1962, Sutich):

> . . . this again is another phase for me, a deepening and a widening of my participation in the psychology field which had developed into a pretty narrow and resentful process in 1953 and 1954. You have such a wonderful ability to encourage others and, come to think of it, I think it needs more attention from you, perhaps in the form of a paper. Our society, as it

is now, is both encouraging and discouraging and it will take a good deal of change to bring about a more or less automatic encouragement of tendencies toward self-actualization . . .

The previous paragraph leads into a most stimulating, but surprising hour and half I spent with Carl Rogers, during his visit here a week ago. (He is at the Center for Advanced Studies in the Behavioral Sciences at Stanford for the next year and this gave me an opportunity to get together with him.) We talked about several things, but when we got around to talking about the present state of psychology he expressed himself quite explicitly as both discouraged and pessimistic. His remarks came as a bit of a shock. I reacted like a shot and began expounding on my reasons for thinking otherwise. Before we were through with this subject he seemed to be a little less pessimistic. I couldn't help feeling a bit sad. Here was a guy identified with human growth, individuality, fulfillment, etc. and the originator of one of the most productive provocative methods for helping individuals accomplish personal growth and yet, himself pessimistic about the very field in which this historically significant contribution had taken place. I couldn't help making a comparison between him and you. God knows you have suffered a hell of a lot more at the hands of colleagues, former, current and future, the latter in a diminishing degree, of course, but even with the most agonizing cumulative pressure on you, as was the case just before your "Cognition of Being . . . " talk at Chicago in 1956, you were able to come in fighting. I didn't say so to Rogers, but since our visit last week, I have wondered about the effects on Rogers of going intensively into the study of schizophrenia in a mental hospital in Wisconsin. It has seemed to me to be a case of diminishing returns for anyone to get so far caught up in a psychiatric atmosphere such as prevails in most mental hospitals. And apart from this I can't help contrasting your direct, participating, typically uncomplicated way of going into things in general, always with honest judgments and sometimes with a healthy rambunctiousness and the kind of thing that characterizes far too many of our "non-directive" colleagues. Rogers is a nice guy, but I hate to see anybody so disspirited toward the end of a long and fruitful career.

Cooperation with Other Organizations

In this same letter I thanked Maslow for his and Gordon Allport's assistance in arranging for a most welcome grant of $1500 from the E. L. Cabot Trust (11/21/1962, Allport). Funds were provided for the purpose of surveying the state of humanistic psychology in the United States and evaluating its international possibilities. Part of the grant was to fund my personal expenses. After years of expending my own limited funds for the Journal and Association this was a welcome, if only temporary, relief. Upon receiving the grant check I began to work on the survey and simultaneously set aside several hundred dollars for the expenses connected with the first formal meeting of A.A.H.P. to be held in Philadelphia in 1963.

Maslow's funded sabbatical and fellowship allowed him to meet many California-based innovators. He frequently referred me to them and vice-versa: (8/29/1962, Maslow):

> . . . There are a few other people I would suggest that you try to meet . . . the Murphy Brothers in Big Sur. They are planning a conference center there devoted among other topics to just the things you are interested in. By the way, I suggested you as a teacher to them . . .

This was the first information I received about Michael Murphy, who, together with Richard Price, founded Esalen Institute. Several months later I received the following letter (12/31/1962, Murphy):

> Several friends have said that we should contact you about our program here. The enclosed brochure should give you some idea of where our interests lie. We have more of the same kind of programs planned for the spring.

> A friend, Dick Price, and I have taken over the management of an old hot springs resort my family has owned for fifty years here in the Big Sur. We hope to see it developed as combination hot springs and seminar-conference center. We want the focus of seminar activities to be in the frontier areas of psychology-philosophy-religion.
>
> I hope to visit you soon in Palo Alto, and have you down here one day as our guest. We are planning seminars and conferences for next fall and beyond and so are gathering ideas. I have written to several people already, asking them to suggest ideas and people who would be good leaders. One interest we hope to develop is the inter-disciplinary approach to human nature - getting people together who usually don't get together (like faith healers and psychosomatic medicine people). If you have a spare moment, could you list a few names? Any suggestions would be highly appreciated.
>
> We can talk more about this if we can meet soon. Sometime in the next month I will be in Palo Alto and will call you. Rather than writing me perhaps you can save any suggestions you might have until then. At any rate, I hope to see you soon . . .

I replied (1/5/1963, Sutich):

> . . . I like your idea of an interdisciplinary approach to human nature. This has been a pet interest of mine for many years and my feeling is that the more varied the disciplines or points of view the better . . .

Shortly after we had our first meeting and I received a follow-up letter (1/20/1963, Murphy):

> Thanks again for the visit. Our talk has set my idea-pot boiling . . .

This was the beginning of a wonderfully warm and productive relationship, full of affection, humor, and mutual respect.

Our correspondence quickly turned to cooperative planning (1/23/1963, Sutich):

> I am taking the liberty of calling you by your first name. I hope you will feel free to reciprocate . . .
>
> . . . I am very pleased to hear about the proposed project for a series of seminars under the suggested title, "The New Psychology." Indeed, this is exactly

> one of the activities envisaged in the Articles of Association and in the related interim activities.
>
> The AAHP is to hold its first annual general conference in September in Philadelphia.
>
> A number of things come to mind: One of them is to work more directly with Bugental, our Pro-Tem President of AAHP. Kilby, of course, is a natural for the project . . .
>
> . . . While the AAHP has not had its first general formal meeting, it is within the range of the authority of the Board of Directors . . . to authorize and be officially responsible for such projects as your own. This is a development that would also go through the Committee on Organization, of which I happen to be the Secretary-Director. Since Joe Adams is also on the Committee on Organization, I shall also consult with him. Dr. Maslow and Dr. Moustakas, who constitute the remainder of the Committee, have long since authorized my use of their votes on any issue that has to do with AAHP organization and activity, prior to the first general meeting in September . . .
>
> . . . Let's just get together and add a little fuel to the fire under your idea-pot! It is obviously a big pot with lots of good stuff cooking! . . .

This led to a second meeting, the results of which I reported to Maslow (1/24/1963, Sutich; 1/28/1963, Sutich):

> Murphy was here yesterday . . . and it looks as if the Association will sponsor the series of seminars (at Esalen).

Bugental's December call for a Pro-Tem A.A.H.P. meeting was well received and the prospective officers gathered in Palo Alto February 9 and 10, 1963. Maslow was unable to attend and I sent him my impressions of the proceedings (2/13/1963, Sutich):

> . . . For me the weekend meetings were a turning point. I had begun to wonder about how much more pressure I could handle, before breaking. I knew it would be only a short time before others could take over many of the responsibilities and varieties of authority that I have had to exercise until such time as I could be reasonably sure that they could be transferred.

> The pressure is off now, in one sense, as far as the Association is concerned, now that it appears to be in good hands . . .

Later I wrote more about the meeting (3/5/1963, Sutich):

> . . . At our Executive Members meeting here, February 9th and 10th, we voted against sponsoring a series of six or eight seminars at Mike Murphy's Hot Springs, Big Sur, California. The reason for this was a report by Joe Adams and information from others about a scandal that was reported in some, but not all newspapers. Apparently, following some of the Seminars in previous series, there was mixed, in the nude, bathing, midnight and after. Kim Novak, the movie actress was asked in London whether she had participated and said "No." The report, however, did appear in London Newspapers, and so forth. Mike Murphy, who is a very nice guy, has put a stop to the Midnight Bathing through a strict 6:00 PM curfew. The damage is done, for the time being, nevertheless, and all of us felt that the situation should settle down a bit, before the AAHP officially sponsors anything at the Big Sur Hot Springs in California. It was agreed that any member who wished to participate independently, could and should do so . . .

In retrospect the concern with nudity seems a bit silly. Obviously there have been changes in attitudes since and what was then a near scandal now probably would be greeted with disinterest.

There was a serious tone to the entire Pro-Tem Executive Board meeting, however. It was satisfying to see all the issues taken up and dealt with effectively. At the conclusion of the day, just after the meeting was adjourned for dinner, Carl Rogers stayed back in order to talk briefly with me. He said he was impressed by the work that had been done, and that he had no idea that so much was going on. He expressed a personal compliment and then left. I was enormously pleased by his attitude.

Although Bugental was unwilling to be our first A. A. H. P. elected President (3/27/1963, Sutich), he proved to be a capable

President Pro-Tem. His report of our meeting was sent to the general membership (4/4/1963, Bugental).

There were changes for Maslow, and for me, following the Pro-Tem meeting (3/5/1963, Sutich):

> . . . It must be very gratifying to you to announce the end of your mailing list phase and to recommend that a transfer be made to the AAIIP. It was an extraordinarily valuable tool.
>
> An interesting related event is the emergence of a Humanistically-oriented group of professionals and non-professionals in this area. I no longer have the feeling of "local" isolation. And of course, the new group is only a beginning of a tremendous development . . .

The cancellation of the A.A.H.P. -- Esalen seminars had no negative effect on my relationship with Murphy. We had increasing contact about our mutual interests (3/13/1963, Murphy) and Esalen's developing orientation.

> Although the idea of an entire seminar series sponsored by the AAHP is off, we still are interested in the same kind of topics. I have just read Maslow's books and articles in your journal and want definitely to center a couple of seminars around his broad vision of personality and motivation. I would appreciate greatly any suggestions you might have as to possible leaders of such seminars. I want also to organize one around the idea of applying the insights of depth psychology to the problem of the cold war, regarding nations much as we regard individuals. If I could talk to you sometime again about these ideas, we might do more cooking and hatching.
>
> We have decided to go definitely in the direction of therapy down here, with psychiatrist and psychologist in residence - both physical and mental therapy, aligned with the deeper processes of psychological-spiritual growth. Therapy plus psychogogy, we could call it perhaps. We have a Registered Nurse here now, as well as the people to run a continuous craft program and a program of meditation. We want the place to cater to the whole man . . .

Maslow was by this time back at Brandeis University and I tried to keep him informed of our relations with Esalen (3/19/1963, Sutich):

> . . . In my recent long letter, I did not have time to elaborate on Mike Murphy's Big Sur situation. Several of us who were to participate in his series of seminars, under the sponsorship of AAHP, will participate independently, in view of the vote last month against sponsorship by the AAHP. There was much more to the situation at Big Sur than the mixed bathing in the nude at midnight, as you might guess. Mike Murphy is working very hard to correct the situation which developed several months before I heard about it. I talked with him this week. He is busy with clarification of the general orientation at the Hot Springs, with a view of setting up some sort of Foundation. I am helping him in whatever way I can. He is a nice guy and I do want to see him get on a solid footing . . .

Preparation for the First National Meeting

In the same letter I suggested that we needed a special speaker for our First Annual Meeting. Maslow's repeated refusals to take the lead in editing the Journal or in organizing the A. A. H. P. did not deter me from asking him to be the keynote speaker at the A. A. H. P. meeting in Philadelphia to be held that Fall (3/19/1963, Sutich). To my request Maslow replied (April, 1963, Maslow):

> . . . I would prefer <u>not</u> to be the keynoter or prime-mover at Philadelphia. <u>You</u> are the one for it. Also I hope in general that there won't be any tendency to have <u>One Big Leader</u> in this 3rd Group. Spread it around. In this way we'll be spared <u>all</u> the troubles of sectarianism, of personal loyalties, etc. that have plagued the various clinical groups, the Hull-Skinner, et. al. groups. I'm going to be there but I'd much rather we were a collaborating group of friends and colleagues, without any one leader. I'd be glad to talk (try and stop me) <u>but</u> informally and preferably in dialogue form. As a matter of fact I'd be very glad to chat on the non-need for leadership -- or rather -- LEADERSHIP; on the difference between

> collaborating scientists and feuding sectarians who like my baboons, just have to be King of the Hill - any hill . . .

Although A. A. H. P. would not be a formal national organization until its Fall, 1963 meeting, there was already a strong move toward interdependence and autonomy for the Association. I wrote to Maslow (5/17/1963):

> Almost all of the AAHP people around here want to change the Association from Brandeis sponsorship to independent status as soon as possible. The consensus is that it should be done within three years, perhaps five at the most. Therefore, since independent status for AAHP would mean sponsorship and control of the Journal would be included, it occurs to me that Sachar might be more willing to help us if he were able to stipulate a three year limit for our proposed budget arrangement . . .

I also discussed the issue of continuity for the Journal. We were in what I called an "extremely serious" financial situation, not only with respect to the Journal but also in relation to the new Association. It was no time to rock the boat and I felt it desirable to allow a period of time in which to consolidate the position of the Association. In short, independence for the A. A. H. P. was a matter of timing.

Our financial situation continued to deteriorate (6/4/1963, Sutich):

> . . . The financing of AAHP activities has so burdened us here that we find ourselves in debt all over the place. There have been unexpected problems. For instance we did what appeared to be a good job of slightly revising the Articles of Association at our February Conference. Then, through some error of judgment on the part of the Los Angeles people, the Articles were rewritten, deleted, or distributed through pages and pages of By-Laws and By-Laws appeared in the Association

> Articles, etc., etc. This has meant conferences, duplication work, mailing, etc., etc., etc. Something comparable has happened to the Philadelphia agenda and there is much correspondence and what-not going on in that connection. And so on . . .
>
> I am sorry about burdening you with so much moan and groan stuff, but outside the office force there is no one with whom I can freely and fully share the current pressure. Many thanks for your services in this regard, and bill me if you dare! . . .

I have always been interested in new ideas and innovations. Thus I was intrigued when I learned of the clinical use of lysergic acid diethylamide (LSD_{25}). It was brought to my attention through a televised film originating at the University of California at Los Angeles. The psychotomimetic effects of the drug were dramatic but it seemed to me that the psychological content produced during the drug session would be more useful in a therapeutic relationship. Beyond this presentation I was unable to learn very much about controlled clinical research using the substance. In April, 1958 I wrote to a Dr. A. M. Hubbard (4/18/1958, Sutich):

> It has come to my attention that you are engaged in a research project that is concerned with the effects of controlled doses of LSD25. Also that you have supervised a number of experimental studies in this area. The reports that have come to me indirectly clearly demonstrate a conscientious, intelligent, objective and understanding pursuit of your work.
>
> For the past year I have known about LSD research in various parts of the world, some of it in this area. Very soon I expect to receive LSD tapes from a friend in Vancouver, B.C., Dr. Ananda Bhavanani, head of the Yoga Life Foundation. Just last week I had a most pleasant visit with Dr. Joseph Boucher of the same institution. Dr. Boucher is on his way to a conference in Southern California and he spoke very highly of you.
>
> The above is preliminary to my request for whatever findings you may care to make available in connection with your research . . .

Dr. Hubbard's reply (4/30/1958) did not add much to the little information then in my possession.

Between 1958 and 1963 it was difficult to find anyone doing research with the drug. Although it was not listed as a dangerous drug until later, its medical use was, of course, regulated. When I met Willis Harman and others connected with the International Foundation for Advanced Studies [13] I was pleased to hear of their legal and medically based research efforts. I wanted to keep Maslow informed of any significant activities I found and I wrote (3/5/1963, Sutich):

> There is much interest in the relation of "peak-experience" phenomena and the LSD experience. Incidentally, have you ever taken LSD, and if you haven't do you plan to? I wonder whether you have been in contact with the International Federation for Internal Freedom, Charles River Park, Suite 3G, Zero Emerson Place, Boston 14, Massachusetts? Timothy and Leary (Timothy Leary) and others are in the group and I have just received a lot of literature from them . . .

Two weeks later (3/19/1963, Sutich), I discussed local research interest in the substance:

> . . . LSD activity is booming in this area. Within the next month I expect to work out an arrangement for an LSD experience for myself. Recently, I received a lot of literature from IFIF, the International Federation for Internal Freedom. I take it for granted that you know about it. Leary and his associates are certainly pushing a comprehensive research program. I don't know whether you have had LSD, already, yourself, but it is going to be hard to talk about "peak-experiences" if one has not gone through the LSD process, himself, according to the way I see things now . . .

Again on May 3 (continued on May 6) I wrote to Maslow:

> . . . Last Sunday evening I had the opportunity to meet Dr. Timothy Leary, the Harvard Psychology

> Professor, who created such a stir last year with his psychedelic chemicals' experiments. He is very friendly toward you. During the course of the meeting here (which included three psychiatrists and seven clinical psychologists among the twenty present) he said you were favorable toward the experimentation going on, but that you did not care to participate personally. Leary had just flown in from Los Angeles the day before, where more than forty physicians volunteered to help out. Leary said that he was impressed by the open-mindedness of people on the coast in comparison with the people in Boston. It would take hours to report on the many phases of psychedelic development in this area during the past six months, or so. There is a great deal of curiosity as to when Maslow is going to take LSD, psilocybin, or any other psychedelic. I have had one shot of LSD, but it was a dud because the minimal dose simply wasn't strong enough for me. I am to have another session with a considerably larger dosage in the near future. You can be sure that I shall report to you immediately on it.
>
> I have referred clients to the Menlo Foundation, IFFAS, for LSD with very good results. Unfortunately, the Menlo organization asks for $500.00 for the experience and this price is out of the reach of most people. In fact, the hotel that the Leary group now rents in Mexico, 100 miles north of Acapulco, offers board, room and all of the various psychedelics one cares to experience for a whole month at a cost of $200.00! . . .

The meeting with Leary was called in order to deal with the problem of the psychotherapeutic use of psychedelics. In one instance after another I, and other therapists, had found that a person who came to therapy after having had an LSD session reported that the experience was spectacular, or wonderful, or extraordinary. Within a couple of weeks, however, the effects of the experience tended to die out and remain only as an outstanding experience in their memory. I talked with a number of people in the Palo Alto area about the tapering-off effect. It seemed that more research was necessary to learn how to extend the therapeutic benefits and it was for this purpose that the meeting with Leary was organized.

I remember that Leary sat next to me throughout the meeting. We had good rapport. I was struck, however, by his response to a question put forward by one of the professionals present: "What do you do when you have a personal problem?" Leary responded to the effect that he had some kind of personal problem about once a month and when he did he took out enough time to have a psilocybin session. What impressed me about his response was that he made no reference to the use of psychedelics in a psychotherapeutic context. I had already become convinced that the psychedelic session under appropriate conditions could generate a considerable and sometimes large amount of therapeutic material for subsequent use in a typical non-drug psychotherapy session, usually within a few days.

By early summer of 1963, Miles Vich was already assisting in various ways in both Journal and Association matters. I learned to depend on his skills in business matters for resolving economic problems, one after another. He also assisted in editorial matters and in clarifying theoretical issues. This began and proceeded in a very quiet way. His involvement continued and became a major force in most of my Journal and Association activities.

Vich helped in the plans for the A.A.H.P. founding meeting in Philadelphia. As preparations proceeded (August, 1963, A.A.H.P.) I wrote to Maslow on August 13th, informing him that the forthcoming meeting was very promising, judging by the registrations we had already received. I also mentioned the preparations underway for what I described as "my own expeditionary force to Philadelphia." This referred to a decision I had made some weeks before to get to

Philadelphia somehow for our first annual A. A. H. P. meeting. Colleagues, friends, and relatives urged me to go. It appeared that I could probably find enough funds through personal grants to finance the trip. Through the generosity of friends I soon found myself equipped with a new van, two attendants and the full assurance that one of my young relatives would be the driver. However, the day before I was to depart I received a telephone call informing me that my young driver was detained by the authorities due to some juvenile escapade, and would not be free to leave on the following day. I was quite upset for about an hour until it occurred to me that Vich might be willing to drive us to Philadelphia. I called him, and after considering it overnight, he agreed to do it.

It was a remarkable trip: my own "journey to the east!" It was one of the most enjoyable experiences of my life. We arrived in Philadelphia the evening before the meeting, met Maslow, and had a very pleasant visit.

The following day, as I was wheeled into the conference room, I noticed immediately that it was full. There was an air of excitement; everyone was talking and I quickly joined them. The name of our meeting place in the hotel was The Independence Room and as I looked around I was surprised to see sections of the original United States Declaration of Independence photographically reproduced oversize and covering an entire wall. It occurred to me that there was a parallel between the American Independence of 1776 and our own Association's new, independent, and similarly revolutionary efforts in psychology. I have more than once thought that Maslow must have felt the same. Years later he referred to

the appearance of humanistic psychology as the "unnoticed Revolution" (1/18/1968, Maslow).

It was a high-spirited meeting and after talking with each other all day only a few of the participants left. Discussion continued into the evening. These new members of A.A.H.P. had come together as a rather amorphous collection of like-minded persons. By evening of the same day, with possibly a few exceptions, they were members of a "belonging group." That group continued to expand and, for me, has reaffirmed in a most gratifying manner my original expectations.

Chapter 8

JOURNAL AND ASSOCIATION 'GROWING PAINS': 1963-1965

Organizational Problems

Maslow was pleased with our First Annual Meeting (9/6/1963a, Maslow):

> . . . Everybody had a wonderful time at Philadelphia . .

I felt similarly and wrote to Maslow (9/9/1963, Sutich):

> . . . The Philadelphia meeting was a marvelous experience for me, one of the highest spots in my life. It was wonderful to see you.
>
> Miles Vich, the San Jose State Psychologist who came East with me is now both business manager of the Journal and my number 1 editorial assistant, has spent most of the past 5 days with me, working out the transfer of the AAHP to our new Executive Board. Friday night we met with Norma Rosenquist and Jean Shutes, our new and very capable AAHP Treasurer, in order to complete this phase . . .

Another very pleasing development (9/25/1963, Sutich) was the appearance of the article "Humanistic Psychology: A New Breakthrough."

> . . . Have you seen Bugental's article in the September 1963 issue of the American Psychologist? After many a long year, one of our gang is allowed to appear officially. We are "in" man! All we have ahead of us is another generation of work. One of my clients, a very sophisticated gal who learned about Bugental's article, kiddingly said to me, "God help you! You have joined the establishment! Your pioneering days are over as far as Humanistic Psychology is concerned. Tell me, what are you going to get into next, now that you have become respectable?"

The success of the A. A. H. P. meeting (12/1963, Gross)

unfortunately did not alleviate the Journal's financial problems (9/9/1963, Sutich; 9/25/1963, Sutich).

The Buhler Anniversary Issue had "snowballed" to over 250 pages and we were unable to pay for the printing of the preceding Spring 1963 issue. I continued the search for funds (11/27/1963, Sutich). Because this seemed to be a "growing pains" problem, I was not discouraged (12/6/1963, Sutich):

> . . . Humanistic Psychology in general is already a real force and seems destined to play a vital role in the future of psychology . . .

Something drastic had to be done to rescue the Journal. On Vich's advice I decided to reduce the pagination of the Buhler Anniversary Issue by 50% and omit the papers of all Board members, thus retaining only the work of new authors (1/13/1964, Sutich). I was pleased with Maslow's comments (written on the margins of my letter).

> Very good idea. We should encourage young ones, new ones, etc. The old ones will understand . . .

From the very beginning of my work as an editor of the Journal it was my belief that my main task was to do everything possible to develop a general orientation for Humanistic Psychology. I thought of the published Definition, Statements of Purpose, and Articles of Association as rudimentary "building blocks." Original articles were crucial to the elaboration of the basic structure. To the degree that my editorial associates and I could reasonably feel that a paper was original, innovative, or outstanding in some respect, no matter by whom it was written, it would get priority attention.

Maslow and I considered possible additions to the Board of

Editors throughout 1962 and 1963 (9/1963, 9/6/1963b, Maslow; 5/6/1963, Sutich; 9/25/1963, Sutich). It was clear by 1963 that Erich Fromm's earlier tenuous participation on the Board of Editors (5/3/1958, Fromm; 5/16/1958, Sutich; 7/30/1958, Fromm; 11/23/1960, Fromm; 12/12/1960, Sutich; 1/6/1961, Fromm; 1/19/1961b, Sutich) was now withdrawn (4/29/1963, Sutich; 8/30/1963, Fromm).

The Board lost two other members. Andras Angyal died in 1960 and Dorothy Lee resigned in 1962. Lee and I had worked well together during the period we were trying to find a sponsor for the Journal (8/20/1959, Moustakas; 5/21/1959, Lee; 5/25/1960, Lee). Nevertheless, there was a gradual development of what she felt to be serious differences between us primarily with regard to editorial policy. She sent me a notice of her resignation in May, 1962. A period of rather confused correspondence followed (5/29/1962, Sutich; undated 1962, Moustakas; 7/13/1962, Lee; 8/20/1962, Lee; 8/24/1962, Lee; 11/2/1962, Lee; 11/3/1962, Lee; 11/17/1962, Lee). She made her resignation final (12/8/1962, Lee) and I accepted it (12/17/1962, Sutich).

Fromm and Lee's departure apparently had no serious effect on the Journal and Association. It did, however, make it necessary to add new Board members. Invitations were sent once again to Allport and Murphy, and for the first time to Heinz Ansbacher, Henry A. Murray and Adrian van Kaam. Murphy declined again (5/2/1963, Murphy) and Allport, although still sympathetic, also declined. Ansbacher (10/26/1963), Murray, and van Kaam accepted.

The A.A.H.P. was growing and at the Second Annual Meeting

in Los Angeles, September 2 and 3, 1964, more than 200 members convened. The atmosphere was pleasant and exciting. A good many of those present were already acquainted and the feeling was one of an ongoing "belonging group."

The general sessions were informal and friendly, but the after-hours sessions of the Executive Board meetings were tense. Dr. Edward Joseph Shoben, Jr., the A.A.H.P. 1964-1965 President, chaired the meeting. I had already corresponded with him for some period of time. The communications were not agreeable. He seemed to have very strong views on what appeared to him to be the shortcomings of the A.A.H.P. Articles of Association. The main difference between us seemed to be that I felt that the definition should be retained for a period of time for its educational value, even though it was somewhat lengthy. I had found that in different situations I was sometimes at a loss to immediately detail the range of specific concepts covered by the title. It was very convenient to refer to the definition, and if necessary, read it. Considering the psychological and philosophical nature of the concepts, the definition was unusually specific and concrete. In that sense the definition helped to delineate a new and unfamiliar general perspective.

At the Board meeting Shoben immediately began arguing against the length of the definition. He also wanted to move rapidly into the key issues facing the Board. He flatly refused to wait for one unavoidably delayed participant, Vich, who had important information for the meeting and was due to arrive within five minutes. I found it necessary to object strongly to Shoben's rush to proceed. The other members of the Board indicated that they

preferred to wait and Vich appeared as expected. Immediately, Shoben started talking about revising the Articles of Association. He proposed a one or two sentence substitute for the entire definition. I was startled by his proposal. It meant a radical change in our basic statement and it was to be accomplished immediately by majority vote of the Board without first consulting the membership. Fortunately the discussion that followed indicated that the Board did not approve of such precipitous change without a thorough-going discussion. I felt that an orderly process with respect to any change in the definition would best be accomplished by the participation of the entire membership. Moreover, because of the Journal's difficult economic circumstances, I did not want any drastic change in our basic documents to jeopardize the possibility that we might receive a substantial grant from Brandeis for the Journal.

The Board voted against the proposed change with the understanding that it would probably be taken up later. The Board asked me to take charge of investigating any changes in the definition and our relationship to Brandeis (9/18/1964, Sutich).

The Executive Board's decision relieved my concern and allowed all of us to complete A.A.H.P.'s planning for the 1964-1965 year.

After most of the general sessions and the Board meeting were over, Maslow and I met privately. We were both pleased with the development of the Association and our conversation turned to the significance of the Journal and A.A.H.P. activities. I found myself thinking about Maslow's role and my thoughts leaped ahead to the future history of humanistic psychology. I said quietly to Maslow,

"The next two decades belong to you." In the context of our conversation he understood that I meant that it would take several decades before humanistic psychology was assimilated into our society, and that during that period he would be the main theoretician. He looked at me for a few seconds as if he understood perfectly, but said nothing.

The Old Saybrook Conference

Following the Los Angeles meeting, my attention turned to the forthcoming Old Saybrook Conference to be held in Connecticut. This remarkable conference was organized by Robert Knapp of Wesleyan University. He was also very helpful in securing a $5000 grant from the Hazen Foundation to pay the Conference expenses. The A.A.H.P. was the official sponsor for the meetings which took place in a country inn at Old Saybrook, Connecticut. Wesleyan University hosted the invited address by Rene Dubos, the microbiologist. The distinguished gathering included:

Gordon Allport, Harvard University

Jacques Barzun, Columbia University

James F. T. Bugental, Psychological Service Associates, Los Angeles

Charlotte Buhler, University of Southern California Medical School, Los Angeles

V. L. Butterfield, Wesleyan University

Rene Dubos, Rockefeller Institute

George Kelly, Ohio State University

Robert H. Knapp, Wesleyan University

A. A. Lasko, Psychological Service Associates, Los Angeles

A. H. Maslow, Brandeis University

Rollo May, William Allanson White Institute, New York City

Clark E. Moustakas, Merrill-Palmer Institute, Birmingham, Michigan

Gardner Murphy, Menninger Foundation

Henry A. Murray, Harvard University

Carl Rogers, Western Behavioral Sciences Institute

Edward J. Shoben, Jr., Columbia University

Roman Tratch, State University College, Oswego, New York

R. W. White, Harvard University

Also present as observers were:

Floyd Matson, University of California, Berkeley

Norma Rosenquist, Sonoma State College

Miles Vich, Journal of Humanistic Psychology

The Conference was held November 28-30, 1964 and the papers presented (Bugental, 1965; Rogers, 1965; Kelly, 1965; May, 1965; Shoben, 1965; Maslow, 1965) were published in the Journal of Humanistic Psychology, Volume 5, Number 2, 1965. The titles of these articles provide some sense of the issues discussed at the conference:

First Invitational Conference on Humanistic Psychology
Introduction. . . . . J. F. T. BUGENTAL

Some Thoughts Regarding the Current Philosophy of the Behavioral Sciences . . . . . CARL R. ROGERS

The Threat of Aggression . . . . . GEORGE A. KELLY

Intentionality, the Heart of Human Will . . . . . ROLLO MAY

Psychology: Natural Science or Humanistic Discipline? . . . . . EDWARD JOSEPH SHOBEN, JR.

Humanistic Science and Transcendent Experiences . . . . . A. H. MASLOW

Although the Conference apparently had no immediate effect on A.A.H.P. policy, it did engage the basic theoretical issues implied by the "new psychology."

More Organizational Problems

The Old Saybrook Conference also provided an opportunity for Rosenquist, then A.A.H.P. Secretary, to confer with Shoben about his plans as President and the problem of the friction that had arisen around him. Rosenquist wrote to me from New York City (12/2/1964, Rosenquist):

> . . . The conference with Joe Shoben went well I think, though a bit rough at lunch Sunday. Met with him several hours yesterday, and think we can work out the snarls; he seems open to working on AAHP problems more tentatively and in the spirit we're trying for, though unquestionably part of the difficulty is temperament. He's an energetic "accomplisher." This remains to be seen, but I feel more optimistic . . . .

Shoben himself tried to clarify the situation (12/9/1964) but I remained wary (1/12/1965, Sutich). The problems were resolved temporarily by the Executive Board meeting held January 17, 1965 (1/18/1965; 3/8/1965, Sutich).

I continued to receive reports from Executive and Editorial Board members complaining about Shoben's abrasive manner. My concern reached a point where I felt it necessary to protect our excellent relationship with Brandeis. President Sachar, through Maslow's efforts, had just agreed to authorize Brandeis to give the Journal $1000 per year for three years (3/10/1965, Maslow). Also, the University continued to allow the Journal full freedom and responsibility in editorial policy and I did not want anyone to threaten this relationship. To head off possible trouble I requested a statement of clarification from the Brandeis Legal Department (4/14/1965, Sutich). The reply (4/21/1965a, Smith) reaffirmed the overriding authority of the Board of Editors of the Journal in all matters regarding A.A.H.P. (subject to the final authority of the University).

It can be seen that the Brandeis Legal Counsel did not regard his task, in arriving at the above opinion, as very complicated (4/21/1965b, Smith):

> The exhaustive study and the profound opinion resulting consumed at least $25 worth of my time and effort. To whom does the University send the bill?

The prospect of organizational conflict continued to increase as plans took shape for the Fall, 1965 Third Annual Meeting to be held in Chicago. I planned to attend and took one final step to consolidate the authority of the Journal over the A.A.H.P. I telephoned the Brandeis Legal Counsel to establish whether I had the authority to cancel the Annual Meeting, or Executive Board decisions made at that time, if A.A.H.P. actions exceeded the limits of its Articles of Association. It was the Brandeis Legal Counsel's interpretation that our relationship with Brandeis did grant

that authority. My full intention was to avoid such drastic action if at all possible. I took Smith's letter (4/21/1965a) with me to the Annual Meeting in Chicago. I believe the only other person who knew about the letter was Maslow.

On the surface my approach to possible organizational problems at the Third Annual Meeting in Chicago, September 1-2, might seem to be undemocratic. I knew, however, that I had the support of most of the key Board members for a policy of gradual, rather than precipitous, changes in our fledgling A.A.H.P. Also, of primary importance was the survival of the Journal. There was no question in my mind with regard to the desire of a growing number of members to establish the A.A.H.P. as an independent organization. Independence, however, was not enough. It was very important that the administration of the Association would be turned over to individuals who could be fully trusted to carry out its essential purposes.

It was at this time that Norma Rosenquist introduced me to John L. Levy. Levy had been an executive in one of the largest engineering-construction firms in the world. After a very successful career he decided at about age 40 to concentrate on more personal interests. Within a few minutes of our first meeting it was very evident that I was talking with a man of outstanding ability and integrity. I could not help thinking that in view of the A.A.H.P.'s thrust toward independence, Levy would be a very good candidate for the leadership of an independent A.A.H.P.
Prior to the annual meeting I received approval from Maslow and others to ask Levy to guide A.A.H.P.'s move toward independence,

subject to the Executive Board's agreement. I arrived at Chicago the evening before the meeting. I met with Shoben and he told me that the A.A.H.P. Executive Board was ready to vote immediate separation from Brandeis. I was in favor of independence but I was opposed to an abrupt termination. I had the letter which would be the basis for cancelling any unauthorized action but I decided to delay any action until the A.A.H.P. membership could express itself on the issue. The proposal was taken to the general membership meeting and unanimously approved. Levy was empowered, as the newly elected Secretary, to supervise the move to independent status. I trusted Levy and knew that Shoben's term as President expired at the end of the Annual Meeting; there was no reason to intervene. In the A.A.H.P. newsletter (11/1965, Vich) my report on the conference included the following observation:

> . . . Under the presidency of Charlotte Buhler we can look forward to the extension of the already apparent international influence of AAHP. As a member of both the retiring and the new Executive Board, the outstanding impression I have of the general membership and Board meetings is that in the short space of two years the AAHP had reached a turning point. To the writer, who also happened to be chosen chairman of the Organizing Committee of AAHP at its very beginning, the move for independence came at least a year ahead of his expectations and seemed to be the result of the rapidly accelerating speed of historical change in the field of psychology.

My trip to Chicago was made possible by the contributions and special efforts of several friends, especially Mrs. Frederick Terman, with whom I had worked in earlier years. Another very helpful person was Andrew Kay of La Jolla, California. My report to him

(10/15/1965, Sutich) is a reasonably complete review of events as I saw them unfold in Chicago.

> I am very late in expressing my appreciation for your very generous contribution to my expedition expenses to the Chicago convention of the AAHP. It was most welcome indeed and much needed. I went by train this time and it was my first train trip in fifty years -- I vaguely remember the train ride from Tacoma, Washington where I was born, to the Bay Area in 1915 -- and it somehow seemed like a long time between train rides.
>
> My wife Evelyn and an attendant went with me and it was a fairly complicated process as far as my needs were concerned. The wheels of my cart had to be disconnected and I was suspended between the window sill, where I could use my mirror to look outside, and a cigarette ash tray welded to the lower berth at the foot of my cart. This is the only arrangement that could be worked out in the Pullman compartment. Actually it meant that I had no support underneath my stretcher cart with the result that (I) vibrated literally for forty some odd hours from Oakland to Chicago with the same arrangement for the return trip. The vibration was quite a nuisance at the beginning but as soon as I got used to it, it occurred to me that the train which was called the City of San Francisco vibrated so much that it must have been built sometime during the earthquake in San Francisco in 1906!
>
> The convention itself was a hard working and effective one. Some fast work had been done behind the scenes during the course of this year and I was surprised to find that what Abe and I and others hoped would happen during the coming year was already an accomplished fact, namely, a general move to establish the AAHP as an independent organization, immediately. Since I happen to be the Executive Editor of the Journal and the Association was legally responsible to the Journal, this has meant that I have had to work with the new Secretary of AAHP in order to arrange the disaffiliation. The new secretary is John Levy, whom I know and trust, and he is empowered to work out the setting up of AAHP as an independent entity. I have had to do a lot of work connected with this transition. As of October 1, 1965, the Association has severed its connection with the Journal and Brandeis and Levy is of the opinion that it will take about three months before the AAHP gets the Federal tax exempt status that is so essential and which it had while it was under the sponsorship of the Journal and Brandeis.
>
> I am a member of the new board of AAHP and a new constitution will be written up. Most of the details of

these and other convention developments will be included in the next AAHP Newsletter that should be out within a month or so.

I talked with Abe by phone about developments in Chicago while I was there and I am keeping in touch with him as new developments occur. For the time being, at least, I shall do all that I can to make sure that the Journal remains intact and connected with Brandeis until we see what happens with the new Association set up. If things work out O.K. from the standpoint of the Journal's Board of Editors the Journal will probably work out some kind of arrangement with the newly constituted AAHP.

Abe was insistent over the phone that I give priority to the interests of the Journal in this developing situation and I agree completely with him . . .

I hope things are going wonderfully for you, Mary and your whole family.

Plans for an Independent Association and a Humanistic Research Institute

During the 1964-1965 period described above there was an expanding interest in "growth centers," experiential processes and interpersonal psychology. This suggested to me the need for more humanistically oriented research. The time seemed ripe for the establishment of a research center. Accordingly, in a letter to the Board of Editors, I proposed (7/23/1964, Sutich):

> Several months ago it became apparent that the emergence of a humanistic orientation in Psychology would sooner or later require a center that could facilitate the expansion of research beyond the scattered, independent efforts that have thus far characterized the course of Humanistic Psychology. Possibly the precipitating occurrence in relation to the need for a research center was the announcement that Dr. Carl R. Rogers had taken a position with the Western Behavioral Sciences Institute in which he was to concentrate on conducting research along humanistically oriented lines. Close upon this announcement came the news that the Hazen Foundation had granted $5,000.00 to the American Association for Humanistic Psychology for an orientation symposium, late in 1964.

> These two developments, and others that would take up too much space to list, point to the need for a center which would facilitate the conducting, coordination, and publication of research. In addition to this, such a center could help in the development of any number of other activities relating to a humanistic orientation. The educational and general value of the proposed center to individuals and groups who would utilize it is incalculable. It might also well be the best location for the permanent offices of the Journal, the Newsletter, and other activities of the Association. In general, envisaged therefore, is a humanistically-oriented research center comparable in a number of respects to the Center for Advanced Studies in the Behavioral Sciences at Stanford University, the Western Behavioral Sciences Institute and other research and study centers. Early this year, acting upon the highly promising nature of the many indications of progress, I initiated a series of discussions with several members of our Board of Editors and with members of the Executive Board of AAHP who live in this area. (Thus far, Adams, Vich, Francisco, Rosenquist and Shutes have been consulted. Others who are not members of the two named organizations have also been consulted.) In each instance, the idea of a humanistically-oriented research center met with an enthusiastic response. Recently, I took up these developments with Dr. Maslow and received his whole-hearted support. He suggested that the members of the Board of Editors be invited to become Sponsors of the Center (or Institute) and that they be invited to send in suggestions, criticism, ideas, alternative proposals, etc.
>
> It is my privilege and my pleasure to invite you to become a Sponsor, and secondly, you are also invited to send your reactions to the proposal. You will find enclosed a rough outline of several basic points relevant to the proposal as it now stands. It is barely in its formative stages. Currently, a Planning Committee is being organized whose purpose will be to work up and submit a detailed proposal to one of the large foundations within the next year.

While the editors responded, I followed Maslow's earlier advice and sent a specially prepared report to President Sachar at Brandeis, outlining the overall progress of the Journal and A. A. H. P. (11/12/1964, Sutich): In effect, the report offered Brandeis a first

choice to become the sponsor of the proposed Institute. Sachar replied 12/14/1964:

> . . . I would be glad, in February, or during the winter, to explore with you and Dr. Maslow the implications of a joint sponsorship of the institutes to which you refer. There is little problem in evaluating their importance and the service they would render. The major concern is financial underwriting and the commitment to continuity, and this is what should be explored . . .

The editors' response to my first request for sponsorship of a research institute was most encouraging. Their comments were excerpted and combined into a report which I sent to the Board of Editors, requesting further "feedback" on the research institute proposal (1/27/1965, Sutich).

The prospective February meeting with President Sachar had to be delayed. I wrote to Maslow (3/8/1965, Sutich):

> . . . Responses to my second round of inquiry regarding the proposed humanistic research center have been slow coming in, so I am behind schedule on a proposal for consideration by you and Dr. Sachar. Rogers, by the way, indicates that he is in favor of a tie-in with WBSI. I like the idea too. It might well be possible to have such a tie-in especially in view of Rogers' suggestion to me last year in La Jolla that we have several smaller centers placed throughout the country rather than a single big one. Such a distribution might well lend itself to furthering the incredibly rich and diversified manifestations of the substance and scope of humanistic psychology now popping up wherever you turn . . .

I also discussed Journal activities and Vich's increasing involvement:

> . . . The Journal keeps forging ahead. The editorial work has become more demanding. Not only are there more papers to work on but each paper is probably given more time than ever before. One reason for the latter is that the substance, the shape and the direction of humanistic psychology become increasingly clear as the months go by. Fortunately, much of the work

> load has been reduced through the rapid and comprehensive developments that Miles Vich has been going through since the Philadelphia meeting of AAHP. He has become so important to the general function of the Journal to say nothing of the parallel role he is quietly taking in AAHP affairs that I have decided to appoint him Associate Editor. In addition to all this he is teaching full time elementary psychology at San Jose State this semester, finishing his Master's thesis and has just finished helping his roomate Ron Jue put on the most successful symposium ever held at San Jose State.
>
> The symposium just referred to, under the title "Approaches to the Self," was attended by 600 people and something like 300 were turned away! . . .

Brandeis' sponsorship of a humanistic research institute seemed increasingly unlikely. Then, unexpectedly in early May, I received a most interesting offer which I described to Maslow (5/25/1965, Sutich):

> It has been a couple of weeks since your phone call, in which among other things you suggested that I write you about the offer from the Arequipa Foundation. This foundation was established four or five decades ago. In its first phase it concentrated on research on tuberculosis. In recent years however, it has concentrated on cancer research. The director of research is Dr. David Salzberg. Dave was much interested several years ago in what you had to say about the healthful consequences of petting, fondling and gently handling rats in relation to possible cancer or other pathological development later on. He never lost interest in the subject matter, even though his main work has been on certain kinds of fungi and their relation to the development of cancer. He is intensely interested in the concept of stress.
>
> Recently, out of the blue, I had a phone call from him, during which he offered us "thousands of feet of floor space," office equipment and anything else that we might want within reason if we could think up a project that we could sponsor ("we" meaning our Board of Editors as sponsors of a Research Institute or research project). He offered Miles Vich a position on a research project that NIMH (National Institute of Mental Health) was to sponsor, something having to do with rats. Miles is so busy with his full time instructor's job at San Jose State and the completion of his Master's thesis that he could not see his way clear to taking on the position even if he agreed

with the objectives of the research project. On the other hand, Dave is so enthusiastic about working out something with us that both Miles and I have felt it important to see what, if anything, could be worked out.

Dave met with the Board of Editors of the Arequipa Foundation about ten days ago. He introduced them to the Journal, the Association, your work, etc., etc., and he reports that they are very pleased and responsive. It appears that they are ready to go into a new phase in their Foundation history (By the way, the Arequipa Foundation is not listed in the Foundation Directory. Its headquarters are in San Francisco). Yesterday, I had a long talk with Dave about a new project that might give us a common meeting ground or possibly be the basis for a parallel approach. He informed me that one of the Board directors is a local gynecologist, Dr. Jacobs. Jacobs is interested in research in hypnosis. He uses hypnosis in some of his own cases, and I remember referring someone to him several years ago. What Dave is saying in effect is that if we can work out any kind of formula that will make it possible for us to work on a hypnosis project in terms of one of our own concepts that he is sure that his Board of Directors will take care of funding it. Miles and I are going to talk with him further about this Saturday evening, June 5, by which time other alternatives may have emerged.

Dave understands that our Board of Editors is so far on an independent basis with regard to our proposed Research Institute (or Institutes). He also knows that there is a commitment to explore possibilities with Sachar, first, before we can consider other possible arrangements. Nevertheless, he is so determined that we will somehow or other join up with the Arequipa Foundation, which is in a position to sponsor our Board of Editors for Federal tax exemption purposes, that in effect he is pushing us to bypass Brandeis altogether and join up with his organization. This is very flattering, indeed, but the exploratory process with Sachar must come first, and WBSI next, if necessary. It does seem to me, however, that if we can get sponsorship from Sachar (and this means Federal tax exemption of course), that we should have enough freedom of action to set up joint research projects with Arequipa, WBSI, or any other reputable organization, for that matter. Ditto for setting up several branch, subsidiary, or independent centers or institutes in various parts of the country . . .

On June 14, 1965 I wrote to President Sachar regarding the Arequipa development and included the complete research proposal. He replied July 28:

> I have been on a European mission and have only recently returned. I am glad, indeed, that more permanent and more adequate sponsorship has been developed by you for the Journal of Humanistic Psychology and congratulate you on this success. I have discussed these developments with Dr. Maslow and he shares my satisfaction that the University has been helpful, however modestly, with some seed money.
>
> We shall now withdraw and offer our very best wishes.

This was an upsetting development in view of the financial offer that Sachar had made a few months earlier. I quickly replied (8/5/1965, Sutich) and pointed out that we needed six months to a year to transfer Journal and Association sponsorship from Brandeis to the Arequipa Foundation. I also reaffirmed the desirability and importance of the three $1000 annual grants President Sachar had offered.

He responded August 17th:

> We shall honor our commitment for $1000 for the year ahead. But we cannot continue the subvention now that the sponsorship is to be transferred. I do not understand all the complications that you describe in the transfer. We undertook the sponsorship in what Dr. Maslow indicated would be a purely technical arrangement. Why can't the transfer be effected with the same dispatch?

This was acceptable to me and I began to relax about Brandeis support. But in early October new problems arose. I discussed them in a letter to Maslow (10/27/1965, Sutich):

> . . . I wrote to Sachar on the 15th of September, shortly after a long session with John Levy in which we arranged for the disaffiliation of the AAHP from the Journal and Brandeis. The effective date was to be October 1, 1965.

> I have had not one word from Sachar, not even an acknowledgment of the registered letter. In the meantime, John Levy, the new secretary of the AAHP headquarters for the organization at 584 Page St., San Francisco. He, Buhler, Sid Wohl and others are doing a fine job setting up a new phase of AAHP. Miles Vich is working hard on a AAHP newsletter that will cover developments at the Chicago Convention, Sept. 1, 2 . . .
>
> . . . I wish I could go into the Arequipa situation here. Unfortunately I seem to have been "taken in" by Dave Salzberg who apparently had far exceeded his authority as Director of Research when he made his apparently comprehensive and generous offer to us several months back. Negotiations have been completely discontinued with his organization. The whole idea of the research institute has had to be shelved until such time as the Association change has been completed, together with our own yet to be decided relationship to a new AAHP . . .

I could not help but be concerned about Maslow:

> . . . The most upsetting thing about the past couple of months is not the "accomplished fact" presented to me by Shoben on the evening before the convention opened in Chicago but the fact that his activities have given you trouble with Brandeis associates, including Sachar.
>
> My impression is that Sachar's comments to you on why he approved Federal Tax Exemption for the Journal and the Association (that is, on a purely personal basis) puts you in a very difficult position, perhaps untenable. I don't think it is fair for you to be burdened to such a degree. Therefore, I shall do whatever I can to make sure that we leave Brandeis gracefully, in due time, and that perhaps sometime next year we find ourselves comfortably situated somewhere . . .

Maslow replied (11/17/1965):

> Your letter just caught up with me. Don't worry about me and Sachar. Its no problem. If I can help, I will. I <u>think</u> he'll check with me before doing anything drastic or final, of course, like any busy executive with 2000 irons in the fire, he's eager to get rid of any single iron that he can . . .

In a November 24th informational letter to President Sachar I reported:

> It is my pleasure to report to you that the American Association for Humanistic Psychology has completed the process of disaffiliating from the Journal of Humanistic Psychology and Brandeis University. The future of AAHP as an independent organization looks very promising judging by the way the new situation has been and is being handled . . .
>
> . . . Presumably, there is no objection on your part to the Journal continuing its present relationship to Brandeis University for Federal Tax exemption purposes until the transfer of sponsorship is completed. The Journal will adopt an alternative sponsoring relationship or become independent if the projected one with a newly constituted independent AAHP does not materialize.
>
> I accept full responsibility for the failure of our negotiations with the Arequipa Foundation of San Francisco. They started out on a very promising basis with a full set of proposals that would have made possible a speedy transfer of sponsorship from Brandeis University. Apparently the Director of Research for the Arequipa Foundation had far exceeded his instructions and authority in making the proposal he first conveyed to me and which I then relayed to you and to Dr. Maslow and other members of our Editorial Board. Regrettably, a great deal of delay, confusion and inconvenience resulted for everyone concerned. The unexpected developments connected with the Arequipa Foundation and the decision of AAHP to become an independent organization are the chief reasons for the complications and the absence of the "dispatch" about which you inquired in your letter of August 17 . . .

President Sachar responded (12/13/1965, Sachar):

> Here is our check in the amount of $1000 that will cover our final assignment to the Journal of Humanistic Psychology.
>
> I am glad that the negotiations that are under way to transfer the Journal's sponsorship are proceeding smoothly now.
>
> With every good wish,

In a January 4, 1966 letter to Maslow (not mailed until January 27) I reported that Levy was doing a splendid job in directing the disaffiliation of A. A. H. P. from Brandeis and commented on the probable

course of the relationship of the Journal to the newly organized A.A.H.P. The reorganization of the Association was proceeding under the supervision of a Board of Trustees consisting of Charlotte Buhler, John Levy and Anthony Sutich. It was not mentioned that Vich worked closely with Levy throughout the several months of transition from Brandeis and Journal sponsorship to independent status.

In this same letter I also raised the question with Maslow of what was to be in effect a much needed expansion of the Board of Editors, a matter he had discussed several months earlier (10/14/1965). Maslow's responses to my January 4th suggestions appear as marginal notes on the returned letter. Our correspondence guided me in the decision to send invitations to the following individuals (the date of their reply is indicated):

Henry Geiger	(2/1/1966)
Warren G. Bennis	(2/4/1966)
Robert Tannenbaum	(2/9/1966)
Gardner Murphy	(2/10/1966)
Paul Halmos	(2/13/1966)
Gordon Allport	(2/14/1966)
Walter Weisskopf	(2/14/1966)
Rogelio Diaz Guerrero	(2/23/1966)
Erich Fromm	(3/3/1966)
Koji Sato	(4/17/1966)
P. H. Prabhu	(4/18/1966)
Arthur Koestler	(4/24/1966)
Solomon Asch	(oral non-acceptance)
Willis W. Harman	(oral acceptance)
Robert W. White	Unavailable document

Ten of the above accepted the invitation. The five who did not were Allport, Asch, Fromm, Murphy, and White.

Chapter 9

EMERGENCE OF THE TRANSPERSONAL ORIENTATION: 1966-1967

Two Disturbing Seminars at Big Sur

With many of my most pressing Journal and Association problems somewhat resolved, I happily left Palo Alto for a few days' relaxation at the January 7-9 "Humanistic Theology" seminar to be held at Esalen Institute, Big Sur. This seminar was announced in a spring letter (5/22/1965, Murphy) sent to some of Esalen's sponsors and other interested individuals.

> There is emerging in current Christian-Jewish thought a trend which some call "humanistic theology." This kind of thinking has much in common with so-called "humanistic psychology."
>
> . . . The general theme for discussion would center around the questions: How can one be and become human? What does contemporary theology have to say in answer to this question? . . . particularly those thinkers who begin with the question of Man's existence? What does humanistic or existentially oriented psychology have to say in answer to the same question? Is it possible to get beyond divisional thinking in approaching such problems? Can the theologian and the psychologist view man as a unitary organism or must they "divide man up" according to the unique perceptions of their particular disciplines? What is the fundamental growth process which takes the human organism beyond its present situation into the yet unrealized potential of its particular future?
>
> Is this force that insists upon human growth better understood and described by psychological or theological categories? Is it best understood as a combination of the two? Does the contemplative practice have a contribution to make in understanding man's growth as man? In the process of human growth is there such a thing as psychological or spiritual evolution? Is a holistic orientation viable as an alternative in today's competition between categories of perception and understanding? Is the growth force best understood as

> a divine force, a biological force, a psychological mode, or a psychotic mechanism? What contribution does the existential approach (either in theology or psychology) have to make to these questions? Is it possible to tie any of the above questions back to a basic Biblical orientation? [7]
>
> These conversations would not necessarily try to deal with all of these questions. The questions are stated as a way of pointing to the general areas of discussion . . .

I also looked forward to meeting Maslow who had scheduled a concurrent seminar. Still another seminar, a "language laboratory, was planned for Maslow and participants, January 9-11, to which I was also invited.

Although the Humanistic Theology seminar at Big Sur Hot Springs started out as a pleasant excursion it ended as a turning point in my professional and personal life. Shortly after I arrived at the seminar Father MacNamara and I greeted each other pleasantly. I used the opportunity to tell him that I had been on a vacation trip the previous year near the home of his Interfaith Spiritual Life Institute, at Sedona, Arizona. I remarked that I had noticed a very elongated cross which had been erected on the beautiful redrock bluffs in the Oak Creek Canyon. Then I added that it seemed to me to be a sacrilegious thing, considering the incredibl beauty of the Canyon itself. We both laughed about my comment and I was pleased to know he had a strong sense of humor.

The seminar was attended by several other Jesuits including Peter Campbell and Edward McMahon (Campbell and McMahon, 1967, 1969) and several nuns. The "humanistic side," so to speak, was represented by Joe K. Adams, James Fadiman, Willis Harman, Miles Vich, Anthony Sutich, and Michael Murphy as host.

The seminar proceeded at a lively pace. At one point Maslow was invited to leave his own seminar in order to talk briefly to us. Among other things he related the concept of self-actualization to such fine discriminations as choosing between broccoli and cabbage.

On the following day, during the course of the seminar dialogue, Miles Vich asked two questions, the answers to which were to have a deep effect on my thinking for months afterward. In one exchange with the Jesuits present he asked, "Has any one of you ever had a mystical or similar personal experience?" The answer from all of Father MacNamara's group was "no." Very shortly after this Vich asked another question, "Is it an official policy on the part of your church to systematically encourage and foster the attainment of a mystical experience on the part of each lay member of your Church?" The answer again was "no."

I don't know why I was surprised with these answers but I was. They seemed strange to me at the time and I continued to think about them. Part of this persisting interest was due to my professional work with clients who had independently ingested psychedelic substances and had extraordinary experiences with them. I myself had had a mystical experience or something like one, several times, with and without psychedelic substances, as early as 1935. I had read about and discussed the subject of mystical states almost continuously since 1927. This included a long succession of books, articles and individual contacts with members of different spiritual groups. In addition to my contacts with Krishnamurti, Watts, Ashokananda, and Bhavanani, I had read the Bhagavad-Gita, Upanishads, and a variety of books dealing with Yoga, Vedanta,

Theosophy, Christian Science, Buddhism, and other Eastern and Western religious traditions. I remember that one of the things that impressed me about Maslow was that he read rather extensively in Eastern literature. From time to time we talked about the Eastern perspective, especially after he met Watts.

The second scheduled seminar, the "language laboratory," was invitational. Maslow had been concerned for some time with the problem of terminology. A new language was emerging in psychology. It reflected the rapid development of sensitivity training, encounter groups, growth centers, etc., as well as what Maslow referred to as "B-Language" (Being). He was not interested in an encounter situation but instead sought a full discussion of the language problem that had arisen and how to cope with it. At the beginning of the session there was a small group present. Not too long after the discussion began, eight or nine individuals came into the meeting room and distributed themselves around the room. Apparently they had not been invited, but were in residence on the premises and had come in on their own initiative.

Fritz (Frederick S.) Perls (1951) was among them. It was not long before total disorganization set in. One of the invited participants was talking about some philosophical issues related to the language problem when Perls, who was seated to my left, suddenly threw himself full length on the floor and started crawling toward another invited participant, Hobart Thomas, who was seated to my right. As he passed in front of me he looked straight ahead, over and over again saying, "You are my daddy. I am coming to you." He wriggled his way to Thomas' chair and wrapped his arms around

Thomas' legs saying, "You are my daddy, you are my daddy." Thomas appeared to be embarrassed and tried his best to disengage himself from the clutches of Perls. He succeeded in short order but by that time all of the invitees, including Maslow, Murphy and the rest of us, were shocked and angry. The session broke up and Maslow left almost immediately, hardly saying a word to anyone. I talked with him briefly the following morning just before the session began. He said that he had stayed up most of the night, typing out a long angry statement addressed to Esalen. He was still upset and said something about the need for a strong chairman for seminars having to do with intellectual issues. He was of course very fond of Michael Murphy but felt Murphy could, and should, have done something to avert the disaster that occurred. Maslow read his statement, and somehow the seminar ended on a more comfortable note, without the presence of the uninvited individuals.

Maslow's statement was primarily concerned with the intellectual and experiential, the Appollonian and Dionysian. He stressed over and over again that each had its own proper place and function, and that they could be transcended when necessary. His chief points were that if therapy was the primary purpose for a group then therapeutic procedures were the necessary and proper tools. But if an intellectual effort -- a work session -- was the purpose, then there should be a strong chairman, an agenda, an orderly procedure that helped everyone stay within the boundaries of the work goals. Several times he emphasized that he liked what Esalen was doing, liked the people connected with it and wanted it

to flourish. But he warned against it becoming one-sided with an over-emphasis on experiential processes that implied, or were explicitly, anti-intellectual.

A Growing Dissatisfaction with Humanistic Psychology

The two Big Sur seminars triggered a reconsideration of my primary commitment to humanistic psychology. I felt that something was lacking in the orientation. It did not adequately accommodate the depths of the cultural turn toward the "inner-personal" world and it gave insufficient attention to the place of man in the universe or cosmos.

As a teenager, prior to my involvement with psychology, I had been an avid reader of books and articles on astronomy, the nature of the universe, and non-theological theories regarding origins of the cosmos, etc. I followed the continuing descriptions and explorations going on regarding the theory of relativity. The works of Sir Arthur Eddington, Sir James Jeans, the lectures of Harlow Shapley of the Harvard Observatory, and various articles in Scientific American were a continuing fascination. I especially remember the impact of a small book entitled The Nature of the Universe, by the now well-known astro-physicist, Fred Hoyle (1951). Hoyle's book closed with a chapter on his personal relationship to the accelerating accumulation of knowledge. He made a special point of saying that his awe with regard to the universe was as profound as any similar experience that could be derived from reading the Bible. The work of these astronomers and physicists stimulated and fed a personal activity I called "roaming the universe." It involved the exploration

of any idea or theory that might lead to a new understanding of the universe, or that brought to light new facts or attitudes regarding man's place in the cosmos. There was always a concrete, almost practical empiricism that pervaded my explorations. Hence, I quickly grew tired of the fantasies of science fiction and the lofty but sterile abstractions of metaphysics and theology. I still find myself attracted to a broadly defined empiricism, or to put it almost paradoxically -- I like to "roam the universe" in a down-to-earth manner.

By 1966 I had begun to feel dissatisfied with the apparently limited scope of humanistic psychology. A special problem was my growing realization that the concept of self-actualization was no longer comprehensive enough. This was something of a surprise to me because I had thought that it was a very large conceptual "umbrella" and that it would be several generations before a larger one would be necessary. I frequently discussed with Maslow various problems and limitations in his theories (10/23/1958; 7/10/1959, Sutich; 8/18/1959, Maslow; 2/13/1963; 11/24/1964, Sutich). My long standing interest in the psychological aspects of mystical experience continued to provoke disturbing questions about basic humanistic theory.

In an August 25, 1966 letter to Maslow, which discussed the importance of his recently published Psychology of Science (1966), I added a long postscript:

> . . . P.S. I have had the curious feeling and impression in recent years that a humanistically oriented therapist in working with clients who get around to taking the "high road" will of necessity become the

> Westerns (Western) equivalent of gurus in an increasing number of cases. A humanistically oriented psychotherapist can hardly avoid the question of his own orientation in relation to ultimate goals, mystical experiences, peak experiences, etc., and assuming this to be the case he can hardly help developing ways and means, techniques, skills and so forth that are relevant to his clients' needs along the same lines. A good proportion of my own clients tend to "go for broke" at some point or other and since this is a continuing part of my work week I tend to be more and more aware of the requirements that their individual goals impose on me in the way of something that is more professional maturazation (maturation) in the usual sense of that term. In other words, the development required is personal as well as professional. In this connection I am reminded of Suzuki's discussion of what he calls "upayas."
>
> A "upaya" is any action taken at any moment in a helping sense on the part of a Zen monk in relation to any person is an action that is the most appropriate in relation to the ultimate or mystical needs of the person on the receiving end. The person concerned may be at any level or stage of development. The Zen monk, of course, is someone who has experienced "satori" and then at a time that was ripe for him has gone back into the mainstream of life where he could participate as others do in his culture except that his main but not necessarily apparent or stated purpose was to be as helpful as possible to others. Usually they work, marry, beget children but their whole pattern of living would be permeated by what you have so profoundly dealt with as the "sacralization" of every day life. Esalen and other places and processes may become at least the American equivalent of zen monasteries. The Residential program that has just begun at Esalen may be a more concrete example of what may develop eventually throughout the country.
>
> This is a long P.S. that somehow had to be added once I thought about it.

The transition that I was experiencing began to accelerate. I thought from time to time about how this development was going to affect my responsibilities as the editor of the Journal and my association with the A.A.H.P. I must say that as time went on I

momentarily experienced guilt, disloyalty, irresponsibility, etc., toward my humanistic commitments. On the other hand, repeated events and incidents kept steering me toward a basic re-orientation.

The Discovery of Huxley's Transhumanism

I was familiar with the literature of both Western and Eastern mysticism but I was attracted almost exclusively to the latter. I began to see that I was actually interested in the psychology of mysticism, modified by humanistic considerations and the Western attitude of empiricism. Except for Miles Vich, who frequently discussed these matters with me, the only other person with whom I could freely exchange views was Maslow. I contacted him early in January, 1967, about my search for a word that would represent the new force that was apparently emerging in conjunction with the expansion of the humanistic orientation. The best I could come up with was a combination of "humanistic" and "mysticism," namely, "humanisticism." In a note dated January 25, Maslow responded:

> There already is a word such as you are looking for suggested by Julian Huxley. It is "trans-humanistic." I have found it useful already.

I liked the term and began using it immediately. This was followed by my letter of February 28 which provides the first clear indication that my transition to a new orientation suggested a new journal. I asked Maslow for his opinion on the proposed project:

> Many thanks for letting me know about the term "transhumanistic" and that Julian Huxley coined it.
>
> I like the sound of it; it seems to do a better job of covering the areas that have been labeled transcendental and the label that I tried to apply to the same area.

I remember that during a brief conversation with you a year ago last January at the Humanistic Theology Seminar you remarked, "I'm tired of building bridges between us and the theologians. Let them build some themselves if they want to associate with us." This remark arose out of your saying that it was difficult to talk with Jesuits and the like in that they usually had connotations of their own for each word that you used and that it was difficult to communicate with them knowing that this was going on all the time. Nevertheless, I feel that in the long run it will be important for our own people to be the most representative in those areas where we overlap with the theology crowd and that it is important to act accordingly.

In view of so much going on nowadays -- including the ecumenical movement in Catholicism -- there seems to be a need emerging for a Journal or other equivalent publication that will serve as an outlet for the growing number of individuals who have something to say. I am pretty sure that this need will have to be met within the next five years. It seems to me therefore that some of us who are humanistically oriented might take up the task of launching a Journal of Transhumanism or a Journal of Transhumanistic Psychology or both.

I would appreciate your views on this prospective project. It would be a pleasure to initiate the work entailed, perhaps along the line we followed in starting the work on JHP. Most important of all would be a definition such as you formulated with regard to the evolving "third force." With such a definition in hand I might be able to work up a Statement of Purpose or perhaps you would be agreeable to doing both. To be sure, there would be all kinds of problems and difficulties to overcome but I don't think they would be insurmountable . . .

. . . I don't know of anyone better equipped to formulate a definition of transhumanism and knowing how pressed you are I nevertheless hope you can see your way clear to putting one together. I'll be glad to pick up from that point on.

Maslow replied (4/3/1967):

The spirit of man rises triumphant over impossibilities! Now that you have managed to do the impossible with the Journal of Humanistic Psychology, you are already thinking of another journal. I won't give you any cautious advice whatsoever; by now I am completely awed by your ability to do any God

damn thing you set your mind to. If you lead, of course I will follow as a humble admirer.

As for definitions and so on, let's wait until we get together. I am going to be at Esalen in September sometime and we must make time for a talk either there or at Palo Alto.

By the way, I wrote a few days ago to John Levy and told him that you were still running a deficit on the Journal for which you are paying yourself. I asked him if it were not possible at least to take care of this deficit, let alone paying up for the past. I just received a very nice royalty check for my Psychology of Being book which they are apparently selling only by the gross and I would like to contribute something toward your past expenses. Is this legal to do? I hope so. In any case that is what I wish.

See you in September and meanwhile I suggest at least this, don't start more than one impossible enterprise per month.

This exchange encouraged me to begin the process of talking with associates, friends, neighbors and anyone else who would listen[14] to the proposed new project. In early March I began the necessary work of clarifying terminology and theoretical foundations by writing to Sir Julian Huxley (3/9/1967, Sutich):

> Recently, I have been corresponding with Dr. Abraham H. Maslow, who is in the Psychology Department at Brandeis University, about the delineation of a title for the psychological investigation that goes beyond the proper limits of humanistic psychology. In one letter I suggested a title to which suggestion he replied by stating that he preferred the name that you had coined, that is, "transhumanistic." He added that he has used it on a number of occasions. Dr. Maslow did not send along any information as to how he became acquainted with your term and did not send me a definition.
>
> I would appreciate it greatly if you took out enough time from your busy schedule to send me your definition of "transhumanistic" (whether in rough draft or other form).

He responded on the 16th:

> I can only refer you to my essay on Transhumanism in my "New Bottles for New Wine," Harpers, 1957.
>
> I hope this will be of some use.

In an April 16 reply to Huxley I thanked him, gave him some background information and invited him to write a book review for J. H. P. He declined (4/22/1967, Huxley) but added, "With all best wishes for your plans." On April 25 I wrote to Harper and Brothers to seek permission to reprint the Huxley chapter on transhumanism. In that letter I mentioned, for the first time publicly, the launching of a new association as well as a new journal.

During this personally important period of 1966-1967 other changes were unfolding. Vich played an increasingly stronger role in the Journal's functions (8/9/1966, Sutich). A. A. H. P. had achieved complete independence and was making preparations to offer sponsorship to the Journal of Humanistic Psychology (8/22/1966, Sutich). Probably the most unlikely event was to hear from Maslow, by telephone, in August, 1966 that he had just been elected President-Elect of the American Psychological Association. Both of us were very surprised and neither he, his wife Bertha, nor I could explain how it had happened. I was very pleased to see him recognized and honored after so many years of work and struggle.

These developments represented the kinds of changes that grew out of the broadening impact of the humanistic orientation. Educational issues became involved, and in 1967 (2/21/1967, Sutich) I had occasion to send a supportive letter regarding humanistic education to a proposed conference to be sponsored by the Department of Health, Education and Welfare. It was sent at the request of Arthur Combs who was very much interested in the problems of meaning at policy levels in foundation and federal agencies. The letter described the issue of "intrinsic" as compared to "extrinsic" learning, as

formulated by Maslow. I applied these concepts to an analysis of B. F. Skinner's Walden Two. As might be expected, the result was only a mild bureaucratic evasion (3/10/1967, Ackerman).

Julian Huxley's New Bottles for New Wines (Huxley, 1957) provided the stimulus for my next letter to Maslow (4/11/1967, Sutich):

> . . . Curiously enough, I find that the first chapter, four pages in length, under the heading "Transhumanism" could well serve as a Statement of Purpose for a Journal that could be titled either "Journal of Transhumanistic Psychology" or "Journal of Transhumanism"! A more concise, boiled down, specific statement such as your original "third force" definition in 1957 (which I included in the Introduction to Volume I, No. 1, 1961) and the derived and more limited one that I put together for the title page of JHP should not be too difficult a job as soon as such a definition is required for a beginning. Definitions that are relevant to a process, develop and grow, of course, and such has been the case with regard to the continuing redefinition of the humanistic orientation in psychology, in education and elsewhere. The same should be true of any publication that uses "transhumanism" or "transhumanistic" in its title.
>
> Brother Maslow, I beseech thee to heed the course of one of the main, if not the main trends in your own ever-expanding life. Attend earnestly to the way in which thou hast urged one and all to devote their thoughts, their feelings, their energies, their time and their actions, to the sacralization of every-day life in your "Religion, Values and Peak-Experiences," even as Brother Martin Buber has encouraged us to do in our everyday encounters. And what do I find you advocating but the same thing, implicitly, as you move into the middle of and go on to the end of your "Neurosis as a Failure of Personal Growth," a reprint of which I have just received and for which I thank you! . . .

Metamotivation and a 'Fourth Force' in Psychology

A few days later I received a phone call from Maslow. He told me that he had just completed writing a paper that was, in his own words, ". . . the culmination of 30 years of work in the field of

psychology." He said he had thought first of sending it elsewhere, but decided that the best thing he could do was to send it to us for publication in our Journal. He was concerned about the length of the manuscript but I responded immediately that I would take it no matter how long it was.

It is possible that it was Maslow's reference to ". . . 30 years of work in psychology . . ." that led me to look back on my own 30 years of professional work. Vich had recently read my 1949 paper, "The growth experience and the growth-centered attitude," and encouraged me to recirculate it, preferably as a reprint in the Journal of Humanistic Psychology. I was uncertain about the desirability of this and asked several Journal editors, and others, to advise me. Their responses were favorable toward republication (6/5/1967, Moustakas; undated 1967, Fadiman; 6/7/1967, Rossi; 6/14/1967, Rogers; 6/14/1967, Maslow).

Maslow's major paper arrived in June, 1967. The title, "A theory of metamotivation: The biological rooting of the value-life," was rather long and in conversation we referred to it as the "metamotivation paper." Other Journal work was suspended while I read the manuscript. As soon as I finished I wrote to Maslow (6/8/1967, Sutich):

> Your meta-motivation paper is simply extraordinary! Miles and I are very excited about it! . . .

Maslow replied on the 14th:

> . . . I am so pleased with your reaction to my beloved Meta paper. It is so nice when someone else is a fancier of beautiful babies. Your suggestion about re-arranging the paper to incorporate each proposition in the text is a very good idea and is herewith accepted.

> This paper is really the end of the program that I set out for myself -- secretly -- about 25 or so years ago when I changed everything I was doing and devoted myself grandiosely to a Psychology for the Peace Table. If I had my own income and were completely free to do as I wished, I think I would now turn to the task which I had planned of constructing a German professor-type System of Human Nature, in which I would incorporate all these propositions plus the various propositions from the other psychologies plus all the stuff I have been postponing on evil, cruelty, aggression, stupidity, and the like. I have accumulated a huge number of notes on this latter stuff and have kept postponing writing about it because I thought it was more useful to present the positive or Transhumanistic or higher-nature-of-man material.
>
> I think I told you, however, that I got the year's freedom from the Ford Foundation Fund for the Advance of Education on condition that I apply the humanistic psychology to learning, teaching, education. Of course I will enjoy doing this too. But I do think the others are probably more pressing.
>
> Isn't it true that there are so many more necessary things to do than we will be able to do? Well, maybe that is one definition of the happy life. See you in September . . .

I responded on the 23rd:

> I was profoundly moved by your letter of June 14th. I cannot say that the disclosure of your "secret" of 25 or 30 years came as a great surprise: From our first meeting more than 18 years ago, I have known that something at the deepest levels of your being was the basis of your tremendous impact on me, at that time and throughout the following years of our association.
>
> Our personal meetings have been few indeed but the intervals have been filled with letters and telephone calls from time to time or most any time; all of them fruitful.
>
> I cannot even begin to tell you how deep and far reaching your influence has been and continues to be in my life. Somehow in one way or another there was and is always THE GREAT ENCOURAGER, the man who had, and has, faith in my potentialities. My belief is that the faith and the encouragement on your part have been justified in some measure.
>
> To have known you and to have been free to go ahead in as responsible a way as I could manage on the substance of our relationship has been the most extraordinarily releasing fact in my personal as well as my professional life.

> No one can read your "beloved Meta paper" without sensing the spirit of greatness and the greatness of spirit that you represent in your own life and work. That I am not saying this out of some passing thought can be more than justified, for example, in the unanimous staff reaction to your reply to Frankl's paper in the Fall 1966 issue of J. H. P.
>
> I hope that whatever Gods there may be, biological or non-biological or both, that you will be able to turn to the task that has been and is so close to your heart, after you have completed your present Ford Foundation assignment. That assignment appears to be a forthcoming contribution which most any man could be proud of presenting, in itself, as his major life time contribution.

During the same period of time Maslow sent me a copy of a letter he had written to Charlotte Opler (6/15/1967, Maslow) in which he made clear his differences with the existentialists:

> I read your paper with great interest, but think it necessary to make a basic correction. The fact of the matter is that for myself, and my guess is for several other of the American so-called "existential psychologists," that our conclusions and attitudes had nothing to do with European existentialism. For my part, I've never read Heidegger (I tried to and it was just too difficult, and I wasn't interested enough anyway). I've read a few essays by Sartre, but not his big book, especially since I disagree totally with the very basis of Sartre's existentialism, namely, that he has no biological theory, no equivalent of Freudian instinct theory. He has nothing to correspond to Horney's real self, etc. He thinks of personality or self as being arbitrarily determined by an act of the will without any guidance. I'll be sending you some of my papers and you will see just how I disagree completely. This is also true for the other existentialists. I think the only ones that I have read at all were Tillich, and I read Buber's "I - Thou." As for the others, I've got it by word of mouth, through secondary sources, through dipping into their books occasionally, etc.
>
> The way I got involved in this whole business was through Rollo May, who asked me to speak to an APA symposium on existential psychology, the one that was finally published in the paperback book by that title that he edited. I protested that I didn't know anything about existentialism, and certainly wasn't one myself, and he insisted yes that I was in spirit at least. I think he did the same with Gordon Allport and with Carl Rogers. It wouldn't surprise me if they hadn't read any of the

European stuff either. Rollo May simply slapped the title on all of us.

I would say for myself that the conclusions I came to in my paper in Rollo May's "Existential Psychology" paperback came out of my own empirical and clinical experiences. Rather than out of reading. By the way, may I suggest that you take a look at the book by Colin Wilson called "Introduction to the New Existentialism." It's just been published in this country in paperback, and I think you would see how the American existential psychology differs sharply from the European versions. The big point is about the American and perhaps British versions being Yea-saying, while the Europeans are Nay-saying.

Another memory comes to me: in a meeting of the existential psychologists and psychiatrists, perhaps four or five years ago in New York City, called by Rollo May, Tillich and I and several other people -- I don't remember who -- all agreed that the term existentialism was the opposite of what we meant to convey. The fact was that we considered ourselves to be rather "essentialists." For myself this is certainly so because I am very much convinced of the biological instinctoid, temperamental, constitutional basis of human individuality.

Another thought: if I remember correctly, I first learned about the European literature by word of mouth from Adrian van Kaam, who came to a Brandeis summer session that I was running, and who gave a series of reports to our seminar on this literature that none of us knew very much about. My impression was then and still is that all these movements all over the world were simultaneous expressions of the Zeitgeist. The Americans were discovering some stuff independently . . .

Chapter 10

FOUNDING THE JOURNAL OF TRANSPERSONAL PSYCHOLOGY: 1967-1968

Formulating a 'Fourth Force' in Psychology

Maslow was at that time identified with 'Third Force' psychology. When he was invited by Esalen Institute to give a general presentation of his current position, he decided to announce the next step, the "Fourth Force" in psychology. His address, "The Farther Reaches of Human Nature" was presented to a large audience at the San Francisco Unitarian Church, September 14, 1967. I wrote to him about it (9/25/1967, Sutich):

> It was a wonderful experience to see and talk with you and Bertha again.
>
> I consider your lecture at the Unitarian Church a historic occasion. It was the first public reference to the "Fourth Force" in psychology that I know of.
>
> Isn't it incredible that only ten years have elapsed since you wrote the definition of the Third Force which became the basis for the Statement of Purpose that I wrote for our "Journal." (I included your "Third Force" definition in its entirety in the Introduction that I wrote for the first issue.) It seems only natural that you should write a general definition of the "Fourth Force," . . .
>
> . . . It is understood that "Transhumanism" is the general, encompassing word that covers the need, the techniques, and the conditions relating to a species-wide transformation of human life. "Transhumanistic Psychology" is integrally related to Transhumanism in that it is historically the first specific systematic expression (theoretic and applied) of Transhumanism. Similarly, Transhumanistic Psychology (Fourth Force), is integrally related to Humanistic (Third Force) Psychology . . .
>
> . . . I plan to use the first chapter, "Transhumanism" in Julian Huxley's book as a general statement of purpose. (The paper back's titled "Knowledge,

> Morality, and Destiny"). The general title will probably be "Institute for Transhumanism" or "Transhumanism" or the like. Subsidiary organizations would have labels such as "Transhumanistic Psychology," "Transhumanistic Education," "Transhumanistic Philosophy," etc. I couldn't begin to make a dent in this mountain range of work even if I had a hundred dedicated associates here. Moreover, I am interested only in the minimal amount of organizational activity necessary to give some sort of organization to Transhumanistic Psychology for the purposes of facilitating its development.
>
> Some months back I asked Mike Murphy, John Levy, Clark Moustakas, Sidney Jourard, Jim Fadiman, Miles Vich, Willis Harmon, and Harriet Francisco to join me in a general Transhumanistic effort without specifying whether it would be a parent organization or membership on a Journal of Transhumanistic Psychology Board of Editors. I believe that the general sponsorship should be as broad as possible and I would like to have suggestions from you regarding this. The same goes, of course, for a Board of Editors for the Journal of Transhumanistic Psychology. It seems to me that the entire membership of our Board of Editors should automatically be entitled to participate on the new Board of Editors for "JTP" if they choose; they might be given an option to do so through individual invitations . . .
>
> . . . regarding the need for a "Fourth Force" (Transhumanistic) definition. There is no one in the world better equipped to write such a definition. It could be as brief as your Third Force definition or three times longer. Please write it! I need it very much. I can proceed much faster in writing a relevant Statement of Purpose for the prospective Journal of Transhumanistic Psychology if I have your definition as a basis . . .
>
> . . . I don't think that my projected Statement of Purpose for the "JTP" needs to say publication outlets are not available for authors of Transhumanistic Psychology papers. We plan to have a Journal out and ready as an outlet soon enough to give our budding Transhumanists (yourself, for example) plenty of room for communicating solid findings to those who are interested . . .

Just writing the letter clarified my thinking about "Transhumanistic Psychology." I became so excited about the prospective journal that I did not wait for Maslow's reply. Two days later I sent him the

following proposed definition and statement of purpose for the new Journal (9/27/1967; 9/28/1967, Sutich):

> With regard to the "Fourth Force" definition which I so urgently need, I suppose that something could be cooked up that would be similar in structure to your "Third Force" definition (attached). Paraphrasing the "Third Force" definition, your definition might read as follows:
>
> "Transhumanistic (or Fourth Force) Psychology is the title given to an emerging force in the Psychology field by a group of psychologists and professional men and women from other fields who are interested in those ultimate human capacities and potentialities and their actualization that have no systematic place in either the First Force (classical psychoanalytical theory), Second Force (positivistic or behavioristic theory), or Third Force (humanistic psychology which deals with such concepts as creativity, love, growth, basic need-gratification, psychological health, self-actualization, etc. The emerging "Fourth Force" is specifically concerned with the study, understanding, and responsible implementation of such states as being, becoming, self-actualization, expression and actualization of meta-needs (individual and "species-wide"), ultimate values, self-transcendence, unitive consciousness, peak experiences, ecstasy, mystical experience, awe, wonder, ultimate meaning, transformation of the self, spirit, species-wide transformation, oneness, cosmic awareness, maximal sensory responsiveness, cosmic play, individual and species wide synergy, optimal or maximal relevant interpersonal encounter, realization, and expression of transpersonal and transcendental potentialities, and related concepts, experiences, and activities. (How's that for a nice ride on an "Astro-Bike" or perhaps better still, "Inner Space Bike"!)
>
> The following is a suggested rough draft of a Statement of Purpose for the Journal of Transhumanistic Psychology:
>
> The Journal of Transhumanistic Psychology is concerned with the publication of theoretical and applied research, original contributions, papers, articles, and studies in meta-needs, self-actualization, ultimate values, self-transcendence, unitive consciousness, peak experiences, ecstasy, mystical experience, awe, wonder, ultimate meaning, transformation of the self, spirit, species-wide transformation, oneness, cosmic awareness, maximal sensory responsiveness, cosmic

> play, individual and species wide synergy, optimal or maximal interpersonal encounter, realization and expression of transpersonal and transcendental potentialities and other related concepts, experiences, and activities.
>
> At the moment this is the best I can do in a quick shot at a Statement of Purpose for our projected Journal of Transhumanistic Psychology.
>
> In the above drafts of a Fourth Force definition and the Statement of Purpose, I have deliberately left out the names of people like yourself, Buber, Jung, etc. on the grounds that the definition would become excessively long and that it would antagonize a good many individuals who have contributed significantly and would therefore feel a bit left out or ignored.

Maslow replied (10/9/1967):

> . . . Still mulling over your letter. Will answer in a few days I think. Certainly one thing is clear that your 4th Force Statement is excellent. And also very important.

I continued to work on the "Transhumanistic Psychology" definition and suggested to Maslow (10/24/1967, Sutich); that we include "sacralization of every day life"; and a few days later included the phrase "and related phrases and concepts (10/27/1967, Sutich):

> . . . I prefer an extra several concepts in any initial definition and for a few years after because of their educational value to those who need to acquire an understanding of the scope and specific contents of the area covered by the definition. This includes the authors of the initial definition!

Manuscripts were becoming available for the new journal, including a new one from Maslow. I accepted it for publication and took up the problem of the proposed title for the new journal (11/3/1967, Sutich):

> Your note on "Various Meanings of Transcendence" are wonderful stuff! I want them for our Transhumanistic Journal. They are a real contribution to the never ending process of defining and delineating ultimates.
>
> I was struck, however, by the absence of a specific use of either "transhumanistic" or "transhumanism" in

> the text. Ditto for fourth force. I have been looking up everything and anything connected with the prefix "meta." In Webster's New Collegiate I ran across "Meta-Psychology" (you've already used meta-counseling). Unfortunately the word "meta-psychology" is defined in terms of "mind" and "body," and concluded with a reference to "Meta-Psychology" as a "supplementary" area in Psychology. This however, doesn't have to be the only connotation. What I'm really getting at is a jolting doubt about the use of "Trans" in our Journal title. "Meta" and "Trans" are interchangeable in many respects, of course.
>
> Nevertheless, the Meta-Niagara flow of your material moves so smoothly and powerfully, especially in connection with "Meta-needs" and "Meta-motivation," that I wonder whether it would not be wise for us to consider "Meta-Psychology" rather than "Transhumanistic" in our title . . .

Maslow replied in marginal notes on my November 6, 1967 letter to him.

> Write me any suggestions, corrections, etc. on Normative Social Psychologist paper. If you can fit in (to the title, or footnote, or subtitle, etc.) the word Transpersonal or Transhumanistic, it would be a good plug for new journal and transition over to it. Or - since I added to the final version at several points these words maybe you'll think that sufficient. I leave it to your judgment.

In a November 9 letter discussing his organizational theory, "Theory Z" (Maslow, 1969b), and other issues, he concluded with:

> . . . I'm really not sure which is best - maximal or ultimate or transcendent or meta. Perhaps they could all be used in different places to indicate that the matter is left open . . .

Within a few weeks I was prepared to draft an introduction to Transhumanistic psychology to be addressed to the readers of the Journal of Humanistic Psychology in a forthcoming issue (Sutich, 1968a). I included a definition and statement of purpose for the new Journal and sent it to Maslow with a request for a quick reply (11/27/1967, Sutich).

I waited impatiently, hearing nothing from him. Then in early January, 1968 I was shocked to hear that Maslow was in the hospital with a coronary heart attack. The hospital informed me that his condition was too serious for outside communication. In a sense I was not completely surprised. During a brief conversation with him, just before his September "Farther Reaches of Human Nature" presentation at the San Francisco Unitarian Church, I noticed that he was obviously exhausted and very tired. At the conclusion of the lecture his wife told me she had made every effort that morning to persuade him to cancel his talk. Though they both knew he was in a very poor physical condition he nevertheless decided to go ahead with the presentation.

During Maslow's recovery, his wife was very helpful in handling his communications (1/10/1968, Sutich). Within a week I learned that he wanted to keep up with developments concerning the new journal. Consequently, I wrote briefly to him on the 18th of January. He returned the letter with his marginal notes:

> . . . Your statement is absolutely masterful!! Inspiring! I can imagine how exciting it is going to be for the right people. And now in Barbara Hubbard[15] you have a Public Relations person. Only thing missing are (sic) someone to act as a "popular writer" to announce all these revolutionary and hopeful happenings to Harper's, Atlantic, Sat. Review, American Scholar, N.Y. Times, etc. etc. . . .
>
> . . . you know this not-being-noticed by the NYC "intellectual establishment" who run all the magazines and publishers irritated me so much that I was planning to write an article for one of these magazines to be called "The Unnoticed Revolution"! And then my goddamn heart conked out! The mind certainly soars way out beyond and above the flesh for both of us).

> . . . I'm writing up a paper on Theory Z, really an application of difference between 3rd psych and 4th psych to industry and management. How about transcendental and transhuman management? of business no less! Things move fast at the growing-tip.
>
> My congratulations to you for what you are doing!

The new journal needed a tax-exempt sponsor. I had thought of connecting it to the Journal of Humanistic Psychology or another organization, or creating a non-profit organization specifically for the new journal (2/19/1968, Sutich). I described the latter alternative to Maslow (2/26/1968, Sutich):

> I am starting the wheels rolling in connection with a parent organization in Transhumanism, a non-profit organization or something like that, as I previously mentioned. John Levy did a very smooth job of setting up a tax exempt status for AAHP and Miles worked very closely with him on the transition. I am expecting both of them to do much in setting up the parent organization of Transhumanism. In my letter of a day or so ago I didn't ask you to write directly whether you thought we might in any way jeopardize the very satisfactory official relationship of Brandeis to JHP in any kind of approach to Sachar for his approval of the sponsorship of JTP. Please let me know what you think, or what we might try to do in this regard . . .

Choosing the Term 'Transpersonal'

In his reply of the 29th Maslow indicated that he and James Fadiman would be available at Brandeis to answer any questions President Sachar might have about my proposal that the University also sponsor the new journal. In the same letter he referred to a meeting with Stanislav Grof:

> Grof has been here several times. We have had wonderful discussions and he showed me some of his slides. We must be sure to publish some of his stuff.

> The main reason I am writing is that in the course of our conversations we thought of using the word "transpersonal" instead of the clumsier word "transhumanistic" or "transhuman." The more I think of it, the more this word says what we are all trying to say, that is, beyond individuality, beyond the development of the individual person into something which is more inclusive than the individual person, or which is bigger than he is. What do you think? . . .

This recommendation "clicked" with me immediately. I had used the term "transpersonal" in my first draft of the proposed statement of purpose of transhumanistic psychology (9/27/1967), but in the limited sense of "expression of transpersonal and transcendental potentialities." My source for the word was Stanislav Grof who used it in a lecture, September 21, 1967, in Berkeley. Grof used it in connection with the terms "Supra-individual" and "Death and Rebirth of the Ego." I acknowledged the familiar ring of these terms in a letter to Grof (10/17/1967, Sutich) expressing my appreciation for his presentation. Maslow was also using the term prior to his meeting with Grof. His reply to my November 6 letter to him, previously mentioned, used the term "Transpersonal" as equivalent to "Transhumanistic."

I replied to Maslow's letter of February 29 (3/8/1968, Sutich):

> . . . I am very happy about your wonderful discussions with Grof. Indeed, I would have been surprised if they had not been wonderful.
>
> I am very glad that you have so strongly recommended that we use "Transpersonal" instead of "Transhumanistic" or "Transhuman". The reasons you give are relevant and important. Actually, just about the time you entered the hospital, Miles and I and an old friend spent several hours wrestling with the shortcomings of "Transhumanistic". We thought of substituting "meta-personal", "meta-psychology" among other things. I had heard Grof use "Trans-

> personal" at his lecture in Berkeley last September and in the following lecture in San Francisco and liked the sound of it. Nevertheless, my feeling of commitment to "Transhumanistic" was still so new and strong at that time that I gave it no further thought.
>
> Within a few minutes after your letter came I had a very convenient opportunity to check out your recommendation with Miles, John Levy and Harriet, among others. The reaction was completely favorable. Miles thought that "Transpersonal" would be especially valuable in reducing the tension in a good many humanistically oriented persons in AAHP and perhaps in some of the JHP Editors who have turned down the invitation to join us on the new journal. Also, the recommendation was most timely in that we expect the page proofs of Spring, 1968, JHP to arrive in the next day or two, at which time I can make the necessary substitutions of "Transpersonal" for "Transhumanistic".
>
> I am very relieved that a direct approach on our part to Sachar will not be a bother to you. I think that your suggestion that I refer him to you and Jim Fadiman for answers to any questions about the sponsorship of the Journal of Transpersonal Psychology should be most useful. I shall write to Sachar as soon as I wind up the immediate business of completing the invitations to the new Board. I assume from your remarks about Viktor Frankl and Stan Grof that they will accept the invitations that were already sent out to them. It looks as if a very high-powered Board is emerging. I shall make one more effort to pick up some of the Editors who rejected our first invitation by writing them about the new title and giving them an idea of how comprehensive and strong the new Board already is . . .

Maslow and I were both impressed by Grof's work. At his Berkeley and San Francisco lectures he described his years of LSD research at the Prague Psychiatric Institute in Czechoslovakia. He, and 19 other psychiatrists, extensively investigated the effects of LSD on psychotic patients in a large mental hospital. The results were beneficial and extraordinary. I had a long talk with Grof at the Esalen Institute, at Big Sur, during which we discovered our mutual interest in such research. We were both in agreement that the indiscriminate and unsupervised use of LSD was a tragic development. Legitimate LSD research, in the United States, was

becoming so restricted that only a few Federally sponsored projects were authorized to continue the study of the therapeutic uses of the substance. I was impressed by Grof's manuscript covering his entire professional research with psychedelics. It seemed only natural for me to send Maslow one of the few copies available.

Referring to the Grof manuscript, Maslow wrote in a January 27, 1968 letter to me:

> . . . I've almost finished Grof's book. It got my adrenals flowing. Its remarkable! Can it be reviewed before being printed? Just right for new Journal . . .

Several weeks later (2/21/1968) he wrote:

> . . . By the way, at your request he sent me a copy of his book and I really flipped over it. I consider it of the profoundest importance. I called him at once and he's coming to visit in a week or two. This is a most important book . . .

Organizing the Journal of Transpersonal Psychology

In early 1968 (2/19/1968, Sutich) I found myself turning over more and more of the responsibility for the Journal of Humanistic Psychology to Miles Vich and the staff.

> We have just sent back the corrected galleys of Spring, 1968, to our printers in England. In the forthcoming issue I have changed Miles' position on the Staff from Associate Editor to Co-Editor. Miles has matured at a remarkable pace during the almost five years of close association with him. He, Harriet, Carol and I meet for a Staff conference every Wednesday afternoon and the entire evening each Wednesday I spend with Miles on manuscripts and anything and everything else connected with the Journal. He has truly become a pivotal person. He supervises the entire operation of the Journal. Most of all I am impressed by the comfortable, highly productive way we work together on the biggest and smallest issues.

> . . . Miles contributed a great deal to bringing basic issues into focus at the Humanistic Psychology (Theology) Seminar at Esalen two years ago. It was the many discussions he and I had following that Seminar that helped crystallize in me the idea that something beyond the scope of JHP was emerging.
>
> . . . He already has a sense of dedication toward the launching of the new Journal, and we are already working closely on the emerging problems associated with its launching. I could add much more to this account about Miles' place in the scheme of things here but this should be enough to give you an idea of why he has become so important a part of 3rd and 4th Force developments. I need not, of course, say anything about his evaluation of you, your work and your place in the history of psychology and many related fields.

The letter concluded with:

> . . . So much for now. Hope your health is steadily improving and that you will soon be in top shape again.
>
> P. S. Don't forget: Easy does it.
>
> P. P. S. I have not forgotten your frequent reminders to continue being "boss". I shall continue organizational control of JHP through the simple device of retaining my Chairmanship of our original Committee on Organization. The same thing goes for staff appointments or changes in the operation of the new Journal under a new organizational committee. In the long run I think it will be a good idea to start work now with John Levy in setting up the parent organization Transhumanism mentioned above, so that we can keep an eye on the shape and development of Transhumanistic forces in general. I have no thought of permanent control. I think the best example of this is the fact that it was our control of AAHP that made it possible for us to turn over AAHP to independent standing, knowing that good people were taking over.

In an April 2nd progress report to Maslow I described our organizational situation at the time. This was followed by my April 11th request to him to be on the Board of Trustees of the new Transpersonal Association. I received his reply (undated, from Brandeis) around the 20th:

> . . . About being on Board, unless it's really necessary please not for a year or two until I come back into the world out of retreat. I'm resigning from everything I can - APA too but they asked me to stay on nominally. Of course I'd love to be on Bd of Editors. Polanyi and Assagioli are real catches. You begin your heroic venture right up on the top of Mt. Olympus. Of course use me as necessary or desirable (that includes trustee too. I leave it to your judgment, mon general!) . . . [16]

By the end of April Maslow was gradually recovering from his heart attack. He had already completed what he referred to as his "three months of incarceration" (3/5/1968, Maslow). On May 1 he wrote a letter in which he discussed his position as President of the American Psychological Association:

> . . . About being President of the APA, I took full advantage of my good alibi and have pulled out of it as completely as possible. I offered my resignation, but the Board of Directors preferred to keep me on in a purely nominal fashion. My cardiologist has even forbidden me to go to San Francisco for the convention and to give my Presidential Address -- he thought it would be too stressful. So I won't be there. Meanwhile, since I couldn't do the job, I made George Miller into the Acting President, and have kept my hands off absolutely and completely. Therefore you had better not count on me for pulling any weight for the American Psychological Foundation. I am not sure I could anyway. My suggestion is that you do just what you did yourself some time ago. Write directly to any of the officers who might be sympathetic . . .

He commented on his physical condition:

> . . . I'm coming along nicely, although so so slowly. I don't have a hell of a lot of energy yet, but enough for living the kind of life that I would want to live even if I had a great deal of energy. I certainly have done a lot of reading and writing -- anyway, in my journals . . .

His reference to living the kind of life he would want to live, even if he had more energy, may be an indication of at least the beginnings of the view he expressed in "The Plateau Experience" (Krippner, 1972).

As previously indicated, I had invited, as a matter of courtesy and continuity, members of the Board of Editors of the Journal of Humanistic Psychology to join the Board of our new Journal (1/9/1968, Sutich). Their names and the dates of their replies appear below:

Henry Geiger	(1/15/1968)
Henry A. Murray	(1/15/1968)
Carl R. Rogers	(1/16/1968)
Henry Winthrop	(1/16/1968)
Charlotte Buhler	(1/17/1968)
Lewis Mumford	(1/17/1968)
Walter Weisskopf	(1/17/1968)
Warren Bennis	(1/22/1968)
Paul Halmos	(1/22/1968)
Arthur Koestler	(1/23/1968)
Robert Tannenbaum	(1/23/1968)
Robert Hartman	(1/29/1968)
Ira Progoff	(2/26/1968)
P. H. Prabhu	(4/1/1968)
Roberto Assagioli	(4/8/1968)
Heinz Ansbacher	(11/16/1968)
Joe K. Adams	oral acceptance
James Fadiman	oral acceptance
Harriet Francisco	oral acceptance
R. Diaz Guerrero	no reply
Willis Harman	oral non-acceptance
S. I. Hayakawa	no reply
Sidney M. Jourard	oral acceptance
A. H. Maslow	oral acceptance
Rollo May	oral non-acceptance
Clark Moustakas	(undated)
Michael Murphy	oral acceptance
Michael Polanyi	oral non-acceptance
David Riesman	oral non-acceptance
Koji Sato	no reply
Ernest Schachtel	no reply
Anthony Sutich	oral acceptance
Adrian Van Kaam	oral non-acceptance
Miles A. Vich	oral acceptance

Somewhat later I also sent invitations for the same purpose to other distinguished individuals. Their names and the dates of their replies appear below:

John Levy	(5/22/1967)
Paul Lloyd	(2/4/1968)
Hubert Bonner	(2/15/1968)
Gardner Murphy	(3/8/1968)
Medard Boss	(3/28/1968)
Viktor Frankl	(4/23/1968)
Alan Watts	(6/18/1968)
James V. Clark	(6/27/1968)
Erich Fromm	(8/9/1968)
Houston Smith	(1/7/1969, Sutich)
Stanislav Grof	oral acceptance
Walter Pahnke	oral acceptance
Frank Severin	oral non-acceptance

Those who accepted became the founding editors of the new Journal:

Adams	Koestler
Ansbacher	Levy
Assagioli	Maslow
Bennis	Moustakas
Bonner	M. Murphy
Boss	Pahnke
Buhler	Prabhu
Clark	Progoff
Fadiman	Smith
Francisco	Sutich
Frankl	Tannenbaum
Grof	Vich
Halmos	Watts
Hartman	Weisskopf
Jourard	Winthrop

I thought it especially desirable to invite Michael Murphy of Esalen Institute, to the Board, and suggested this to Maslow (6/17/1968, Sutich):

> Because of the extraordinary development and contributions of Mike Murphy during the past five years it occurred to me the other day that he might be a very effective addition to the Board of Editors of JHP. Mike majored in Psychology at Stanford. Esalen is dedicated to personal growth. Mike has recently begun to contribute papers which indicate an explicitly developing orientation in our general direction. He is excited about Transpersonal Psychology.
>
> What are your own views regarding his qualifications for membership on our Board of Editors?

Maslow's reply in marginal notes on the same letter were:

> Obviously! Also for new journal if he's not already on it.
>
> Absolutely yes (re J. T. P.)
>
> He was one of the most impressive contributors to the Transcendence Conference recently, may be the best! The others, Huston Smith, Harvey Cox, even Michael Polanyi, were disappointing as they failed to see the meanings out ahead and the definitions had to be changed. Mike had completely open eyes. He's developing into a great-man-to-be.

My letters of invitation stressed the new Journal's empirical approach in the context of "optional interpretations" (6/10/1968, Sutich):

> We are very determined about the possibility of an empirical (direct observation and experiment) approach to a species-wide need for a higher level of development, if only to help avert a war of H-Bomb extinction. To demonstrate the possibilities of an empirical approach in which theological considerations are optional as far as the researcher is concerned, I am enclosing a marked copy of an article on Dr. Viktor Frankl in a recent issue of the Time Magazine (Enclosure #6). Please note the relevance of the marked section in the Time Magazine article to the paragraph on the optional aspect of personal interpretations as stated in the marked section on Enclosure #3.

My basic rationale for specifying "optional interpretations" was described in an earlier letter to Maslow (2/19/1968, Sutich):

> . . . an empirical approach is essential and possible in Fourth Force work and research by explicitly making it possible to carry on work and research with the personal orientation to both an optional condition. For me, the idea of a personal option regarding interpretation was a release or breakthrough development in relation to empirical research and work on the part of the many fine people who have conflicting interpretations of, or orientations toward, the cosmos, of which we are all a part . . .

Chapter 11

COMPLETING THE TRANSITION FROM HUMANISTIC PSYCHOLOGY TO TRANSPERSONAL PSYCHOLOGY: 1968-1970

Early in July 1968 I became acutely aware of potential conflicts in my various roles. I was the editor of the Journal of Humanistic Psychology and a member of the Board of Trustees of the A. A. H. P. Also I was Chairman of the Committee on Organization of the Journal of Transpersonal Psychology, already at work on the organization of the Transpersonal Association (later retitled Transpersonal Institute), and about to become the editor of J. T. P.

It was already clear to me that I would have to let go of the Editorship of J. H. P. if I were to continue functioning in good conscience. I knew that Maslow did not want me to resign. I wanted to spare him any distress, in view of his recent heart attack. I held off as long as I could and then telephoned him. I still vividly remember the long silence that followed my telling him that I had no choice but to resign and that I thought that Miles Vich was the best and only person I could think of as my successor.

Finally he broke the silence by saying, "Well, you know what's best to do." I spent several minutes giving him a full account of my association and work with Vich including a detailed account of several crises in which there was a good resolution primarily because of my being able to rely on Vich's abilities.

At the conclusion of our talk I could tell that Maslow had relaxed. We finished the conversation with a harmonious discussion of our mutual concerns with respect to humanistic and transpersonal developments.

I sent Maslow a follow-up report detailing the new roles Vich and I would have (7/25/1968, Sutich):

> . . . In the new Editorial Staff arrangement for JHP I shall have a position under the title Staff Consultant. In this way, Miles will be in a position to constantly check in with me on what goes on and will be responsible to me since I am continuing as Chairman of the Committee on Organization (I checked out this new Staff arrangement with Joe Adams and Clark Moustakas, who, with you and me, still constitute the committee membership). I hope you will have an opportunity to someday know Miles in depth, as I do. Except for yourself, I have never had such a rewarding relationship.
>
> In case anyone should ever question you about Miles's editorial competence, it is enough to say that he has read, evaluated, and written up every response to every manuscript (with special exceptions here and there) for the past three years. As I told you over the telephone some months ago I am retaining control in the background wherever necessary so there is no need to worry about your work and that of our other associates in the humanistic enterprise as long as my head continues to function properly. The association is expanding with leaps and bounds and I am very grateful that I only have to continue in a nominal position of membership on the Board of Trustees. The journal is leaping ahead at a startling rate. We are ordering 2,500 copies for the Fall, 1968 issue. Contrary to my relationship to AAHP, however, I plan to work very closely with Miles, supervising the work connected with manuscripts especially, which is exactly what Miles wants me to do. He wants to continue having access to you and me as "backstops" available as his Supreme Court and his consultants, as before.
>
> Incidentally, Miles will stay in the background in connection with JTP for a number of good strategic reasons. Miles, Mike and I are completely in agreement with your stress on the empirical approach. Miles vividly remembers your recommendation in San Francisco last year regarding JHP - "Keep it empirical!" And that is our theme song for JTP and TA!! . . .

In the course of discussing my resignation with Maslow, we agreed that I would continue as Chairman of the Committee on Organization, Journal of Humanistic Psychology. This allowed us to retain our sponsorship by Brandeis University.

I informed the members of the Board of Editors of the Journal of Humanistic Psychology of my resignation (8/15/1968, Sutich). A formal public announcement appeared in the Fall, 1968 issue of the Journal of Humanistic Psychology (Sutich, 1968b).

As Vich took over the editorship of the Journal of Humanistic Psychology, I turned more of my attention toward the launching of both the new Journal and the Transpersonal Association. At one stage of the planning I considered forming a large advisory board for the new Journal. It would have endorsing "window-dressing" value but otherwise would have nominal functions (7/30/1968, Sutich). Maslow considered this idea (8/29/1968) and advised:

> I am not quite sure what is the best thing to do about the advisory board for the new journal, except that I am sure within my own mind that by far the greatest service it can perform is to place itself into the role of "advancement of knowledge." This means that there would be the same kind of push toward "science" in a humanistic or transcendent version - but still science, data, investigation, research and the like. All other useful materials from theorists, philosophers, religionists, and the like, could certainly then be used wherever it was helpful, but would take an auxiliary or a secondary place. I feel, therefore, that the board of editors ought to be essentially men who advance knowledge, taking this in the broad sense, as with the Board of Editors for JHP . . .
>
> . . . I think you see what I am getting at. There are now literally dozens of journals on religion and mental health, religion and science, the theology of all branches and stripes. The only thing that is missing in these journals, which for my part I don't even bother looking at, and the only thing therefore that's really needed and would serve a unique place in the advancement of mankind, would be essentially and intrinsically an empirical journal. This is the stress that I think ought to be kept . . .

Maslow's position impressed me as wise. I decided to abandon the advisory board notion. This and many previous interactions with

Maslow further convinced me that he had a remarkable organizational talent (Maslow, 1969b). In a letter (9/18/1968, Sutich) dealing with current administrative matters I commented:

> . . . I wish you would take more credit for the organization of JHP, AAHP and JTP. You have an extraordinary organizational gift, which you keep under cover as far as the public is concerned. From my own experience working with you, I know that without your continuous availability in a whole series of crisis over more than a decade, there would be no JHP, AAHP and JTP. You can minimize or bypass your organizational gift elsewhere but not between us.

Maslow returned to his duties as a professor at Brandeis in the Fall quarter of 1968. He concluded a brief letter (11/14/1968) as follows:

> . . . All is well here except that I'm not doing any writing. Whatever energy I have is totally eaten up in my duties as a professor. I've been passing the word around to all my friends and especially to those who have any contact with wealthy people or with foundations that I would very much like to quit teaching and be on full-time writing if anybody would support me for it. I don't suppose you know any more millionaires than I do, but just in case you do, please pass the word on. There are so many things I want to write that I have no time for the way things are now.

Late in 1968 our entire staff was excited to learn that the Laughlin Foundation of Menlo Park, California had given Maslow a full-time, 4 year grant to write on a number of topics of his choice. Maslow regarded this kind of activity as "luxury time," i.e., doing what he most wanted to do while being paid for it.

Maslow loved the area around Stanford University and the climate was very well suited to his physical condition. Moreover, it meant easy and frequent visiting with the editorial staff and editors of our new Journal. We enjoyed long Wednesday afternoon visits with him and it was Maslow himself who recommended that we adopt our

Wednesday afternoon meetings as a permanent arrangement.

The Wednesday afternoon meetings continued to follow the initial pattern. Editorial discussions were primary and our volunteer editors came and went during the course of the afternoon. Attention shifted from subject to subject, and from task to task, dealing with anything of significance to a participant. Every two or three weeks an invited guest spent some time with us during our meetings. He was not required to make a presentation, but might run the "risk" of being conscripted for comments on any particular subject matter under consideration. The very loosely structured course of an afternoon might best be described in terms of flexibility, flow and spontaneity (with confusion at times in a congenial atmosphere). This activity was carried on by a staff of dedicated individuals who differed with respect to their belief systems, professional interests, availability, etc. Yet somehow this diversity and the openness of the meetings was conducive (and still is) to a high level of what might be described as creative productivity.

The chronic organizational condition during the 1958-1969 period was an underpaid staff combined with the limited time of volunteer editors. The Journal of Humanistic Psychology needed the support of a membership organization and A.A.H.P. was founded partly for that purpose. But A.A.H.P. did not gain financial momentum until the late 1960's. Vich and I decided to strengthen the financial base of J.H.P. We published a book of readings (Sutich and Vich, 1969) drawn mostly from Journal articles and assigned the royalties to J.H.P. James Bugental had helped

previously in a similar manner with the publication of his reader (Bugental, 1967).

When it became apparent that we would have to wait a considerable period of time before we could be sure of further Brandeis University support, especially because of the appointment of a new Brandeis President, a decision was precipitated. The Journal of Humanistic Psychology had a natural home with A.A.H.P. and therefore it seemed best to transfer sponsorship to the Association whether we could get the funding we needed elsewhere or not. The A.A.H.P. wanted to sponsor the Journal and offered to provide badly needed financial support. The beginning of the transfer process took place with an A.A.H.P.-J.H.P. loan agreement negotiated by John Levy, Miles Vich, and Anthony Sutich (4/22/1969, Sutich).

This action was followed by my proposal to the A.A.H.P. Executive Board (8/26/1969, Sutich) to transfer ownership and on October 24, 1969 the University Trustees voted (10/18/1969, Higgins):

> . . . To transfer the ownership of the Journal of Humanistic Psychology to the American Association for Humanistic Psychology, a tax exempt educational and scientific corporation of San Francisco, California; and said transfer shall become effective upon the receipt by the University of notification of acceptance of said transfer by the American Association for Humanistic Psychology . . .

On November 4, 1969 John Levy accepted the transfer of the Journal to A.A.H.P. It was also agreed that Vich would continue as editor and that I would remain on the Board of Editors and as a sponsor of A.A.H.P.

For me, as well as others, this was a very satisfying outcome after 12 years of work to create and establish an independent voice for the humanistic orientation.

I felt free to turn my attention to the publication of the Journal of Transpersonal Psychology. A number of problems had arisen with the printing and financing of the first issue of JTP and I asked Vich to help once again. Although fully involved in his Journal and A.A.H.P. responsibilities, Vich nevertheless found time to help in the launching of our Transpersonal effort.

The delays in finding a sponsor for the new Journal had resulted in the uncomfortable fact that I was its legal owner. I felt it was imperative to transfer ownership. The most logical move was to start work on a non-profit corporation.

Articles of Association and By Laws were prepared and the necessary documents were filed. This time there was no special difficulty in attaining both State and Federal tax-exemption and the process was finally completed October 20, 1969. As soon as possible I transferred my ownership of the Journal to the American Transpersonal Association (later renamed Transpersonal Institute).

By this time the first issue of the new Journal had been published. It was a marvelous experience for the staff to be able to hand Maslow one of the first copies. The opening article (Maslow, 1969a) was his September, 1967 San Francisco talk, "The Farther Reaches of Human Nature." He was very pleased with our latest "baby" and we all had a good time celebrating its arrival.

The next 7-8 months saw many changes. Our long-time technical editor Harriet (O'Neill) Francisco, who helped so generously

in the publication of both Journals, resigned. Another friend of many years, Thomas Weide, became increasingly involved as an editor on the new Journal. Mrs. Sonja Margulies, introduced to me by James Fadiman, became a visitor to the Wednesday afternoon staff meetings. Within an amazingly short time she was functioning as a very hard working, sensitive, and brilliant editor, specializing in transpersonal literature. Many other individuals generously volunteered time and professional services to the Journal and the newly founded A. T. A. A growing number of guests visited on Wednesday afternoons. This activity was formalized for several years as the "Transpersonal Center."

I do not recall that I ever talked about either the theory or practice of meditation with Maslow. Somehow the subject never came up. For reasons that did not quite make good sense I had concluded some time during the 1950's that I could never meditate because I was physically rigid from head to toes. During 1969 I read somewhere that the most important requirement was to keep the spine straight while meditating -- and that was no trouble at all. It was helpful for me to discuss this with Sonja Margulies shortly after she joined our staff in 1969. As a result of the discussions I began to meditate regularly. By the end of 1970 I was convinced that the practice of meditation in some form and amount, regularly or as circumstances permitted, was a basic part of the transpersonal perspective. Since "meditation" had not been included in the first four issues of the Journal of Transpersonal Psychology, I consulted with other editors regarding its relevance

and, in December 1970, we agreed to include "theories and practices of meditation" in the Spring 1971 Statement of Purpose.

On June 8, 1970 I received an afternoon telephone call from a friend informing me that Maslow had died suddenly of a heart attack earlier that day. This was a terrible shock both professionally and personally.

Funeral services were held in the nearby Stanford Chapel, June 10th. Warren Bennis presented the eulogy (Bennis, 1972). Memorial services were also held later that year, October 25, 1970 at Brandeis University (Morant, 1972).[17]

The three months following Maslow's death were a very disturbing period in my life.

Much against my inner promptings I decided to accept an invitation to participate on a panel at the 8th Annual A.A.H.P. meeting in Miami Beach in September 1970. The topic of the Panel was concerned with reminiscences. The other two panelists were Rollo May and Michael Murphy. A few minutes before the panel was scheduled I learned that Murphy had decided not to take part. This added to the upset I already felt. Most of my thinking was that I had allowed myself to participate in something that was premature.

I remember very few of my remarks. Reminiscing about Maslow was so distressing that I made only a brief, and what seemed to me somewhat incoherent, statement of a general nature, all the while fighting to control my feelings. My impression later was that this was a delayed reaction to my deep sense of loss.

After returning from Miami the most obvious thing to do was to plunge into more work on the Journal and other matters. I occasionally found myself making comparisons between the different phases of J. H. P. and J. T. P. developments. I was sure that sooner or later we would have to have a supportive membership group, not necessarily exactly like A. H. P. I gradually felt better toward the end of 1970 mostly because I was surrounded by a growing group of associates and friends, all engaged in a common effort.

Chapter 12

CONCLUSION

It is tempting to speculate about the meaning and implications of the historical, professional and personal events reported here, but I shall not do so. However, it does seem appropriate to conclude with a few observations about the events described in this report.

In retrospect it seems that the relationship between A. H. Maslow and myself was a major influence on the founding of humanistic psychology as an orientation and as an organization. Both of us were initially outside the mainstream of our profession, and both of us wanted very much to make a contribution to it. Maslow, however, thought of himself as a scientist while I considered myself a sort of maverick professional psychotherapist. The combination was productive largely because of the enormous mutual trust and respect that prevailed between us, and our similarities in attitudes and temperament.

I had many opportunities to talk and think about Maslow's place in the history of psychology. I had no doubt that he would be recognized as one of the great psychologists of this century as time went on. I used to speculate about how far he would have gone into the development of transpersonal theory had he lived. Nevertheless I already felt that both humanistic and transpersonal psychology had both reached the point at which they were already independent,

evolving, self-developing orientations and that given mutual cooperation their long run influence would be incalculable.

BIBLIOGRAPHY

Akhilananda, S. Hindu Psychology. London: Allen and Unwin, 1946.

Allport, G. Personality. New York: Holt, 1937.

Aurobindo, S. The Life Divine. New York: Sri Aurobindo Library, 1949.

Bennis, W. G. Eulogy. In Maslow, B. G. & International Study Project, Inc. Abraham H. Maslow: A Memorial Volume. Monterey, California: Brooks - Cole, 1972.

Besant, A. The Ancient Wisdom, An Outline of Theosophical Teachings. London: Theosophical Society, 1897.

Blavatsky, H. P. The Secret Doctrine. Point Loma, California: The Aryan Theosophical Press, 1917.

Buber, M. I and Thou. Smith, G. (Trans.). New York: Scribner, 1958.

Bugental, J. F. T. Precognitions of a fossil. Journal of Humanistic Psychology, 1962, 2, (2), 38-46.

Bugental, J. F. T. Humanistic psychology: a new breakthrough. American Psychologist, 1963, 18(9), 563-67.

Bugental, J. F. T. First Invitational Conference on Humanistic Psychology: Introduction. Journal of Humanistic Psychology, 1965, 5, 180-181.

Bugental, J. F. T. Challenges of Humanistic Psychology. New York: McGraw-Hill, 1967.

Campbell, P. A., McMahon, E. M. Becoming a Person in the Whole Christ. New York: Sheed and Ward, 1967.

Campbell, P. A., McMahon, E. M. Please Touch. New York: Sheed and Ward, 1969.

Cawley, E. H. (Ed.). American Diaries of Richard Cobden. Princeton: Princeton University Press, 1952.

Cohen, S. A. A Growth Theory of Neurotic Resistance to Therapy. Journal of Humanistic Psychology, 1961, 1, (1), 48-63.

Collingwood, R. G. The Idea of History. New York: Oxford University Press, 1956.

Darwin, C. On the Origin of the Species by Means of Natural Selection, or, The Preservation of Favoured Races in the Struggle for Life. London: J. Murray, 1859.

Diel, Paul. Psychologie de la Motivation, Theorie et Application Therapeutique. Preface du Professeur Henri Wallor, Paris: Presses Universitaires de France, 1948.

Dunn, H. L. High-level Wellness for Men and Society. American Journal of Public Health, 1959, 49, 786-792.

Eddington, Sir Arthur. The Expanding Universe. New York: Macmillan, 1933.

English, A., English, A. A Comprehensive Dictionary of Psychological and Psychoanalytic Terms; A Guide to Usage. New York: Longmans, Green, 1958.

Greene, F. Awakened China; the Country Americans Don't Know. Garden City, New York: Doubleday, 1961.

Hoyle, F. The Nature of the Universe. New York: Harper, 1951.

Hubbard, L. R. Dianetics. Los Angeles: Church of Scientology, 1950.

Huxley, Sir Julian. New Bottles for New Wine, Essays. New York: Harper, 1957.

Isherwood, C. Bhagavad-Gita: The Song of God. Prabhavananda, Swami (Trans.). London: Phoenix House, 1947.

Jeans, Sir James. Through Space and Time. New York: Macmillan, 1934.

Kelly, G. A. The Threat of Aggression. Journal of Humanistic Psychology, 1965, 5, 195-201.

Krippner, S. The Plateau Experience: A. H. Maslow and others. Journal of Transpersonal Psychology, 1972, 4, (2), 107-120.

Krishnamurti, J. Authentic Reports of Sixteen Talks in 1945 and 1946 by Krishnamurti at Oak Grove, Ojai. London: Krishnamurti Writings, Inc., 1947.

Maslow, A. H. Motivation and Personality. New York: Harper and Bros., 1954.

Maslow, A. H. Cognition of Being in the Peak-Experiences. Journal of Genetic Psychology, 1959, 94, 43-66.

Maslow, A. H. Humanistic Science and Transcendent Experiences. Journal of Humanistic Psychology, 1965, 5, 219-227.

Maslow, A. H. The Psychology of Science: A Reconnaissance. New York: Harper and Row, 1966.

Maslow, A. H. The Farther Reaches of Human Nature. Journal of Transpersonal Psychology, 1969a, 1, (1), 1-9.

Maslow, A. H. Theory Z. Journal of Transpersonal Psychology, 1969b, 1, (2), 31-47.

May, R. (Ed.), Existence; a New Dimension in Psychiatry and Psychology. New York: Basic Books, 1958.

May, R. Intentionality, the Heart of Human Will. Journal of Humanistic Psychology, 1965, 5, 202-209.

Morant, R., et al. Memorial services honoring Abraham H. Maslow. In Maslow, B. G. & International Study Project, Inc. Abraham H. Maslow: A Memorial Volume. Monterey, California: Brooks - Cole, 1972.

Muller, F. M. The Six Systems of Indian Philosophy. New York: Longmans, Green, 1899.

Myrdal, G. An American Dilemma. New York: Harper, 1944.

Ossorio, A. G. The social dimensions of personality: Individual structure and process." (Doctoral Dissertation, University of California) Berkeley, California, 1950.

Peale, N. V. The Power of Positive Thinking. New York: Prentice Hall, 1955.

Perls, F. S., Hefferline, R. F. & Goodman, P. Gestalt Therapy. New York: Julian Press, 1951.

Plekhanov, G. V. Fundamental Problems of Marxism. London: M. Lawrence, 1929.

Radhakrishnan, S. The Principal Upanishads. London: George Allen and Unwin, 1953.

Ramakrishna, Swami. The Gospel of Ramakrishna. New York: Vedanta Society, 1907.

Rogers, C. R. Counseling and Psychotherapy. Boston: Houghton Mifflin, 1942.

Rogers, C. R. Some Thoughts Regarding the Current Philosophy of the Behavioral Sciences. Journal of Humanistic Psychology, 1965, 5, 182-194.

Sargent, H. Professional Ethics and the Problems of Therapy. Journal of Abnormal and Social Psychology, 1945, 40, 47-60.

Savage, C., Harman, W., Fadiman, J., and Savage, E. Therapeutic Effects of the Psychedelic Experience. Psychological Reports, 1964, 14, 111-120.

Shaffer, L. F. The Problem of Psychotherapy. American Psychologist, 1947, 2, 459-467.

Shapley, H. Galaxies. Philadelphia: Blakiston, 1943.

Shoben, Jr., E. J. Psychology: Natural Science or Humanistic Discipline? Journal of Humanistic Psychology, 1965, 5, 210-218.

Skinner, B. F. Walden Two. New York: MacMillan, 1948.

Spengler, O. The Decline of the West. Atkinson, C. (Trans.) New York: A. A. Knopf, 1926.

Spiegelberg, F. The Religion of No-Religion. Stanford: J. L. Delkin, 1948.

Sullivan, H. S. Conceptions of Modern Psychiatry. Washington, D. C.: W. A. White Psychiatric Foundation, 1947.

Sullivan, H. S. The Interpersonal Theory of Psychiatry. New York: Norton, 1953.

Sutich, A. J. Proposed Improvement in Terminology in Relation to Personal Psychological Problems. Psychological Record, 1941, 4, 375-387.

Sutich, A. J. Toward a Professional Code for Psychological Consultants. Journal of Abnormal and Social Psychology, 1944, 39, 329-350.

Sutich, A. J. The Growth-Experience and the Growth-Centered Attitude. Journal of Psychology, 1949, 28, 293-301.

Sutich, A. J. Editor's Preface. Journal of Humanistic Psychology, 1961, 1, (2), v-vi.

Sutich, A. J. Articles of Association, American Association for Humanistic Psychology. Journal of Humanistic Psychology, 1962, 2, (1), 96-98.

Sutich, A. J. Transpersonal Psychology: An Emerging Force. Journal of Humanistic Psychology. 1968a, 8, 77-78.

Sutich, A. J. Announcements. Journal of Humanistic Psychology. 1968b, 8, 93-94.

Sutich, A. J. & Vich, M.A. Readings in Humanistic Psychology. New York: Free Press (MacMillan), 1969.

Suzuki, D. T. Essays in Zen Buddhism. London: Luzac, 1927.

Todd, W. History as Applied Science: A Philosophical Study. Detroit: Wayne State University Press, 1972.

Trade Winds. Saturday Review, 1959, 42, (May 16), 12.

Vivekananda, Swami. The Complete Works. Calcutta: Advaita Ashram, 1948. 8 vols.

Watts, A. Nature, Man, and Woman. New York: Pantheon, 1958.

Watts, A. This is it, and Other Essays on Zen and Spiritual Experience. New York: Pantheon, 1960.

Watts, A. In My Own Way; An Autobiography, 1915-1965. New York: Pantheon, 1972.

Wilson, C. Introduction to the New Existentialism. London: Huthinson, 1966.

Zenzaki, N., Reps, P. 101 Zen Stories. Philadelphia: David McKay, 1940.

Appendix A

EXPLANATORY NOTES

1 Mrs. Grace Chrysler, Palo Alto, California.

2 Dallas Wood, then editor of the Palo Alto Times newspaper.

3 Mrs. Frederick Terman is the daughter-in-law of Professor Lewis M. Terman, developer of the Stanford-Binet I. Q. Test, and the wife of Frederick Terman, the founding force behind the development of the electronics industry in the Santa Clara Valley of California. Mrs. Terman's work in remedial reading eventually led to a book, Reading: Chaos and Cure, New York: McGraw-Hill, 1958.

4 I eventually met Alan Cranston, now Senator from California, in the course of a Democratic campaign in 1948.

5 Charles Shephard, later a psychiatric consultant to Stanford University.

6 During the Depression of 1929-1936 I functioned as an organizer for the first cannery workers' unions in Santa Clara County, California, wrote political literature supporting the passage of Social Security legislation, and acted as a political advisor in various social causes.

7 Ernest Oppenheimer, a distant relation of the psychiatrist J. Robert Oppenheimer, was the youngest Ph. D. in the social sciences to graduate from the University of Chicago at that time. He was director of the Fellowship for Creative Living for about four months. He was employed as a Research Assistant at the Hoover Library for War, Revolution and Peace, at Stanford. He taught two courses in adult education, one in human relations and the other in international relations.

8 One of these was David Davenport, the local head of the Alcoholics Anonymous group, and later ordained as a lay priest in Zen Buddhism.

9 The Fellowship for Creative Living was recognized as a non-profit corporation on October 13, 1949, in the State of California.

10 Donald Willett, a resident of Palo Alto, and a long time friend.

11 Ernest Oppenheimer, Vincet Ruble, Margaret K. Anderson, Alexander Poiniatoff, W. W. Davenport, Helen Lincoln, H. Saharoff.

12 Mrs. O'Neill (later Francisco), a very dedicated and capable technical editor, guided the production of the Journal of Humanistic Psychology through its early years. Later she also helped in the production of the first issue of the Journal of Transpersonal Psychology.

13 The International Foundation for Advanced Study was a small research group which did extensive psychological and psychiatric screening and preparation of participants prior to providing supervised psychedelic sessions. Follow-up procedures were used. Research results are reported in Savage et al. (1964).

14 This included Michael Murphy. The Esalen Institute was planning to publish a periodical and he asked me to contribute an article. The article (undated, 1967, Sutich) was submitted and acknowledged by Murphy (1/31/1967) but the periodical was not published.

15 Barbara Hubbard (Mrs. Earl Hubbard) was the editor of The Center Letter, a small circulation occasional paper distributed from Lakeville, Connecticut. She had become acquainted with Maslow and he encouraged me to correspond with her (5/1/1968, Maslow). Mrs. Hubbard subsequently helped both financially and in terms of supporting our efforts with articles in The Center Letter. The public relations aspects did not develop beyond this, however.

16 Maslow's reference to Polanyi joining the Board was a response to my having received word that Polanyi was willing to be on the Board of Editors of J. T. P. A short time later, however, he changed his mind and withdrew his name.

17 For several months after Maslow's death I could not think of a suitable way to summarize the scope and significance of his work. However, a step toward doing so was made when the Journal of Humanistic Psychology, 1970, Volume 10, Number 2, announced Maslow's death and published an up-to-date complete bibliography of his publications, as well as a 10 year listing of the contents of the Journal.

Appendix B

CITED DOCUMENTS

Guide to Cited Documents

All materials presented in this appendix are organized chronologically according to indicated date, or date of original composition. This organization of documents, from earliest to latest, parallels the organization of the commentary in the text. Therefore, the reader may locate a cited document in the appendix, or the discussion of it in the text, by reference to the date of the document.

Some of these materials are illegible or have deteriorated and are difficult if not impossible to read. Such documents appear in both the original and in a transcribed, typewritten copy.

A few of the documents have been edited to delete sensitive personal comments that are of negligible significance to this study. The complete originals of these documents will be filed with the Archives of the History of American Psychology, The University of Akron, Akron, Ohio, and will be available to researchers in 1991. The following is the complete list of edited documents:

Date	Author	Document	Pages	Deletion
1/31/1958	Maslow, A. H.	Letter	8	Sentence 2 of Paragraph 1
10/9/1958	Sutich, A. J.	Letter	2	Sentence 2 of Paragraph 5
9/21/1961	Maslow, A. H.	Letter	1	Paragraphs 2 and 3
12/12/1962	Sutich, A. J.	Letter	3	Paragraphs 6 and 7
6/4/1963	Sutich, A. J.	Letter	3	Paragraph 2

The list of documents that follows is the complete list of all documents cited in the text of the commentary.

List of Cited Documents

Date	Author	Document	Pages
4/23/1940	Hilgard, E. R.	letter	1
6/2/1940	Hilgard, E. R.	letter	1
6/2/1940	Hilgard, E. R.	proposal #1	1
6/2/1940	Hilgard, E. R.	proposal #3	1
6/2/1940	Hilgard, E. R.	proposal #4	1
6/2/1940	Hilgard, E. R.	proposal #5	1
1943	Sutich, A. J.	notes	5
10/11/1943	Allport, G. W.	letter	2
10/13/1943	Hilgard, E. R.	letter	1
12/1/1943	Allport, G. W.	letter	1
1/14/1944	Allport, G. W.	letter	1
2/18/1944	Allport, G. W.	letter	2
10/11/1944	Allport, G. W.	letter	1
10/18/1944	Dewey, J.	letter	2
10/27/1944	Terman, L. M.	letter	1
11/2/1944	Rogers, C. R.	letter	1
8/11/1945	Allport, G. W.	letter	2
1946	Sutich, A. J.	notes	2
5/2/1946	Allport, G. W.	letter	1
5/24/1948	Sutich, A. J.	letter	2
7/13/1948	Shaffer, L. F.	letter	2
11/10/1948	Sutich, A. J.	letter	1
11/24/1948	Sutich, A. J.	letter	1
11/1949	Sutich, A. J., et al.	legal paper	2
1952	Sutich, A. J. (Watts)	notes	1
7/13/1952	Sutich, A. J. & Watts, A.	transc. notes	$\frac{1}{2}$
7/14/1952	Sutich, A. J. & Watts, A.	transc. notes	$2\frac{1}{2}$
11/10/1952	Sutich, A. J. & Watts, A.	transc. notes	3
1954	Sutich, A. J.	manuscript	14
7/20/1954	Maslow, A. H.	letter	2
8/10/1954	De Grazia, A.	letter	1
8/12/1954	Maslow, A. H.	letter	3
11/8/1954	Zellner, N., Sutich, A. J.	letter & encl.	12
11/12/1954	Tyler, R. W.	letter	1
4/20/1955	Sutich, A. J.	letter	3
5/27/1955	Sutich, A. J.	letter	2
6/16/1955	Maslow, A. H.	letter	1
11/15/1955	Sutich, A. J., et al.	legal paper	2
1/9/1957	Ansbacher, H. L.	letter	1
7/15/1957	Maslow, A. H.	letter	1
8/12/1957	Maslow, A. H.	letter	2
9/1957	Maslow, A. H.	mailing list	10
9/4/1957	Maslow, A. H.	letter	1

Date	Author	Document	Pages
9/9/1957	Maslow, A. H.	letter	1
9/18/1957	Sutich, A. J.	letter	3
9/19/1957	Sutich, A. J.	letter	½
9/20/1957	Sutich, A. J.	letter	½
9/24/1957	Sutich, A. J.	letter	1
9/24/1957	Sutich, A. J.	notes	3
10/3/1957	Sutich, A. J.	letter & encl.	2
10/11/1957	Sutich, A. J.	letter	1
10/14/1957	Sutich, A. J.	letter	1
10/18/1957	Bhavanani, A.	letter	2
10/27/1957	Sutich, A. J.	letter	2
10/28/1957	Maslow, A. H.	letter	1
11/1/1957	Sutich, A. J.	letter	2
11/4/1957	Maslow, A. H.	letter & notes	6
11/5/1957	Sutich, A. J.	letter	3
11/6/1957	Sutich, A. J.	letter	4
11/9/1957	Sutich, A. J.	letter	3
11/14/1957	Sutich, A. J.	letter	1
11/23/1957	Sutich, A. J.	letter	2
11/25/1957	Sutich, A. J.	letter	2
11/28/1957	Maslow, A. H.	letter	2
11/28/1957	Bhavanani, A.	letter	1
11/29/1957	Sutich, A. J.	letter	3
1/1958	Maslow, A.H., Sutich, A.J.	letter & encl.	7
1/7/1958	Angyal, A.	letter	1
1/8/1958	Murphy, G.	letter	2
1/8/1958	Allport, G. W.	letter	1
1/10/1958	Lee, D.	letter	1
1/20/1958	Goldstein, K.	letter	1
1/13/1958	Sutich, A. J.	letter	1
1/14/1958	Hartman, R. S.	letter	1
1/17/1958	Rogers, C. R.	letter & encl.	4
1/22/1958	Sutich, A. J.	letter	2
1/24/1958	Moustakas, C.	letter	1
1/31/1958	Maslow, A. H.	letter	8
2/4/1958	Sutich, A. J. et al.	legal paper	1
2/8/1958	May, R.	letter	1
2/15/1958	Van Kaam, A.	letter	7
2/26/1958	White, R.	letter	1
3/3/1958	Sutich, A. J.	letter	1
3/17/1958	Mooney, R.	letter	1
3/24/1958	Riesman, D.	letter	1
4/3/1958	Sutich, A. J.	letter & encl.	2
4/18/1958	Sutich, A. J.	letter	1
4/23/1958	Maslow, A. H.	letter	1
4/27/1958	Mumford, L.	letter	1
4/30/1958	Hubbard, A. M.	letter	1
5/3/1958	Fromm, E.	letter	1
5/16/1958	Sutich, A. J.	letter	2
5/28/1958	Sanford, N.	letter	1
6/19/1958	Murray, H. A.	letter	1

Date	Author	Document	Pages
7/30/1958	Fromm, E.	letter	1
8/1958	Sutich, A. J.	announcement	1
8/5/1958	Sutich, A. J.	progress report	2
8/14/1958	Sutich, A. J.	letter	4
9/15/1958	Maslow, A. H.	letter	1
9/17/1958	Sutich, A. J.	letter	2
9/18/1958	Szurek, S. A.	letter	2
9/26/1958	Gordon, B.	letter	1
10/9/1958	Sutich, A. J.	letter	2
10/15/1958	Sutich, A. J.	letter	1
10/21/1958	Hilton, F.	letter	1
10/21/1958	Sutich, A. J.	letter	1
10/23/1958	Maslow, A. H.	letter	1
10/23/1958	Sutich, A. J.	letter	1
10/25/1958	Sutich, A. J.	letter	1
10/28/1958	Szurek, S. A.	letter	1
10/30/1958	Sutich, A. H.	letter	1
11/8/1958	Maslow, A. H.	letter	1
11/24/1958	Sutich, A. J.	letter	1
12/1/1958	Maslow, A. H.	letter	1
12/16/1958	Szurek, S. A.	letter	1
12/16/1958	Maslow, A. H.	letter	1
12/26/1958	Sutich, A. J.	letter	3
1/1959	Maslow, A. H.	letter	1
1/5/1959	Maslow, A. H.	letter	1
1/24/1959	Maslow, A. H.	letter	1
1/31/1959	Sutich, A. J.	letter	2
2/3/1959	Maslow, A. H.	letter	1
2/26/1959	Sutich, A. J.	letter	2
4/2/1959	Sutich, A. J.	letter	2
4/17/1959	May, R.	letter	1
4/20/1959	Sutich, A. J.	letter	2
4/30/1959	Sutich, A. J.	letter	2
5/4/1959	Maslow, A. H.	letter	1
5/18/1959	Maslow, A. H.	letter	1
5/21/1959	Lee, D.	letter	1
5/27/1959	Sutich, A. J.	letter	1
6/2/1959	Maslow, A. H.	letter	2
6/5/1959a	Sutich, A. J.	letter	1
6/5/1959b	Sutich, A. J.	letter	1
6/12/1959	Sutich, A. J.	letter	1
7/10/1959	Sutich, A. J.	letter	3
7/20/1959	Sutich, A. J.	letter	1
8/18/1959	Maslow, A. H.	letter	2
8/20/1959	Moustakas, C.	letter	1
8/28/1959	Sutich, A. J.	letter	1
9/21/1959	Maslow, A. H.	letter	1
10/5/1959	Sutich, A. J.	letter	2
11/3/1959	Maslow, A. H.	letter	1
11/17/1959	Maslow, A. H.	letter	1
11/24/1959	Maslow, A. H.	letter	1
12/29/1959	Cohen, S.	letter	2

Date	Author	Document	Pages
1/8/1960	Sutich, A. J.	letter	1
1/11/1960	Sutich, A. J.	letter	1
2/4/1960	Maslow, A. H.	letter	1
3/11/1960	Maslow, A. H.	letter & encl.	2
3/22/1960	Sachar, A. L.	memorandum	1
3/31/1960	Sutich, A. J.	progress report	1
4/11/1960	Maslow, A. H.	letter	1
4/20/1960	Sutich, A. J.	letter	2
4/22/1960	Sutich, A. J.	announcement	2
4/27/1960	Sutich, A. J.	letter	1
5/10/1960	Maslow, A. H.	letter	1
5/16/1960	Sutich, A. J.	letter	1
5/24/1960	Maslow, A. H.	letter	1
5/25/1960	Lee, D.	letter	1
6/1/1960	Sutich, A. J.	letter	1
6/7/1960	Maslow, A. H.	letter	1
7/1960	Sutich, A. J.	report & announ.	1
7/21/1960	Sutich, A. J.	letter	1
7/25/1960	Smith, C. R.	memorandum	1
8/2/1960	Sutich, A. J.	letter	2
9/1/1960	Maslow, A. H.	letter	1
9/12/1960	Sutich, A. J.	letter & encl.	3
9/15/1960	Hilgard, E. R.	letter	1
9/19/1960	Sutich, A. J.	letter	2
9/20/1960	Maslow, A. H.	letter	2
10/14/1960	Sutich, A. J.	letter	3
10/20/1960	Maslow, A. H.	letter	2
10/20/1960	Sutich, A. J.	letter & encl.	7
10/21/1960	Sutich, A. J.	letter	1
10/21/1960	Sutich, A. J.	letter	2
10/25/1960	Maslow, A. H.	letter	1
10/27/1960	Sutich, A. J.	letter	1
11/15/1960	Sutich, A. J.	letter	2
11/23/1960	Fromm, E.	letter	1
11/29/1960	Maslow, A. H.	letter	3
12/12/1960	Sutich, A. J.	letter	3
1/6/1961	Fromm, E.	letter	1
1/17/1961	Maslow, A. H.	letter	1
1/19/1961a	Sutich, A. J.	letter	2
1/19/1961b	Sutich, A. J.	letter	2
2/2/1961	Maslow, A. H.	letter	1
2/10/1961	Sutich, A. J.	letter	1
2/12/1961	Maslow, A. H.	letter	1
2/27/1961	Sutich, A. J.	letter	2
4/4/1961	Mowrer, O. H.	letter	2
4/10/1961	Sutich, A. J.	letter	3
4/13/1961	Maslow, A. H.	letter	1
5/2/1961	Sutich, A. J.	letter	3
5/18/1961	Sutich, A. J.	letter & encl.	4
6/7/1961	Sutich, A. J.	letter	1
7/17/1961	Sutich, A. J.	letter	3

Date	Author	Document	Pages
7/18/1961	Maslow, A. H.	letter	2
7/24/1961	Sutich, A. J.	letter	1
8/4/1961	Huxley, A.	letter	2
8/15/1961	Maslow, A. H.	letter	1
8/28/1961	Allport, G. W.	letter	1
8/29/1961	Hayakawa, S. I.	letter	1
8/29/1961	Jourard, S. M.	letter	1
9/3/1961	Lynd, H. M.	letter	1
9/5/1961	Cantril, H.	letter	1
9/7/1961	Schachtel, E. G.	letter	1
9/8/1961	Rogers, C. R.	letter	1
9/13/1961	Murphy, G.	letter	1
9/19/1961	Progoff, I.	letter	1
9/21/1961	Maslow, A. H.	letter	1
12/6/1961	Sutich, A. J.	letter	1
12/18/1961	Maslow, et al.	memb. requests	3
12/22/1961	Maslow, et al.	memb. requests	1
12/23/1961	Maslow, et al.	memb. requests	2
12/27/1961	Maslow, et al.	memb. requests	1
12/27/1961	Sutich, A. J.	letter	2
12/29/1961	Maslow, et al.	memb. requests	2
1962	Maslow, A. H., et al.	announ. & encl.	2
1/2/1962	Maslow, A. H.	letter	1
1/3/1962	Maslow, et al.	memb. requests	4
1/8/1962	Maslow, et al.	memb. requests	1
2/4/1962	Goldstein, K.	letter	1
2/8/1962	Sutich, A. J.	letter	2
2/13/1962	Sutich, A. J.	letter	1
2/20/1962	Maslow, A. H.	letter	2
3/20/1962	Sutich, A. J.	letter	4
3/30/1962	Maslow, A. H.	letter	1
5/29/1962	Sutich, A. J.	letter	1
6/1962	Moustakas, C.	letter	2
6/27/1962	Sutich, A. J.	letter	2
7/6/1962	Maslow, A. H.	letter	1
7/13/1962	Lee, D.	letter	1
8/20/1962	Lee, D.	letter	1
8/22/1962	Sutich, A. J.	letter	3
8/24/1962	Lee, D.	letter	1
8/29/1962	Maslow, A. H.	letter	1
9/19/1962	Morain, L. L.	letter	1
10/9/1962	Morain, L. L.	letter	1
10/9/1962	Sutich, A. J.	letter	2
10/17/1962	Maslow, A. H.	letter	1
10/18/1962	Sutich, A. J.	letter	2
10/29/1962	Sutich, A. J.	letter	3
11/1/1962	Maslow, A.H., Sutich, A.J.	progress report	21
11/2/1962	Lee, D.	letter	1
11/3/1962	Lee, D.	letter	1
11/13/1962	Morain, L. L.	letter & encl.	3
11/17/1962	Lee, D.	letter	1

Date	Author	Document	Pages
11/21/1962	Allport, G. W.	letter	1
11/28/1962	Bugental, J. F. T.	memorandum	2
12/8/1962	Lee, D.	letter	3
12/12/1962	Sutich, A. J.	letter	3
12/17/1962	Sutich, A. J.	letter	1
12/28/1962	Bugental, J. F. T.	memorandum	1
12/31/1962	Murphy, M.	letter	1
1/5/1963	Sutich, A. J.	letter	1
1/20/1963	Murphy, M.	letter	1
1/23/1963	Sutich, A. J.	letter	1 1/2
1/24/1963	Sutich, A. J.	letter	1/2
1/28/1963	Sutich, A. J.	letter	1 1/2
2/13/1963	Sutich, A. J.	letter	3
3/5/1963	Sutich, A. J.	letter	4
3/13/1963	Murphy, M.	letter & encl.	2
3/19/1963	Sutich, A. J.	letter	3
3/27/1963	Sutich, A. J.	letter	2
4/4/1963	Bugental, J. F. T.	letter to memb.	4
4/1963	Maslow, A. H.	letter	2
4/29/1963	Sutich, A. J.	letter	2
5/2/1963	Murphy, G.	letter	1
5/3/1963	Sutich, A. J.	letter	3
5/6/1963	Sutich, A. J.	letter	1
5/17/1963	Sutich, A. J.	letter	2
6/4/1963	Sutich, A. J.	letter	3
8/1963	Rosenquist, N.	announcement	1
8/13/1963	Sutich, A. J.	letter	1
8/30/1963	Fromm, E.	letter	1
9/1963	Maslow, A. H.	letter	1
9/6/1963a	Maslow, A. H.	letter	1
9/6/1963b	Maslow, A. H.	letter	1
9/9/1963	Sutich, A. J.	letter	2
9/25/1963	Sutich, A. J.	letter	1
10/26/1963	Ansbacher, H. L.	letter	1
11/27/1963	Sutich, A. J.	letter	1
12/1963	Gross, P. (Ed.)	newsletter	4
12/6/1963	Sutich, A. J.	letter	1
1/13/1964	Sutich, A. J.	letter	1
7/23/1964	Sutich, A. J.	report & encl.	4
9/18/1964	Sutich, A. J.	letter	2
11/12/1964	Sutich, A. J.	letter & encl.	7
11/24/1964	Sutich, A. J.	letter	1
12/2/1964	Rosenquist, N.	letter	2
12/9/1964	Shoben, E. J.	letter	3
12/14/1964	Sachar, A. L.	letter	1
1/12/1965	Sutich, A. J.	letter	1
1/18/1965	Sutich, A. J.	letter	1
1/27/1965	Sutich, A. J.	report & encl.	6
3/8/1965	Sutich, A. J.	letter	2
3/10/1965	Maslow, A. H.	letter	1
4/14/1965	Sutich, A. J.	letter	2

Date	Author	Document	Pages
4/21/1965a	Smith, C. R.	letter	1
4/21/1965b	Smith, C. R.	memorandum	1
5/22/1965	Murphy, M.	letter	2
5/25/1965	Sutich, A. J.	letter	3
6/14/1965	Sutich, A. J.	letter & encl.	23
7/29/1965	Sachar, A. L.	letter	1
8/5/1965	Sutich, A. J.	letter	2
8/17/1965	Sachar, A. L.	letter	1
10/14/1965	Maslow, A. H.	letter	1
10/15/1965	Sutich, A. J.	letter	2
10/27/1965	Sutich, A. J.	letter	2
11/1965	Vich, M. A. (Ed.)	newsletter	4
11/17/1965	Maslow, A. H.	letter	2
11/24/1965	Sutich, A. J.	letter	2
12/13/1965	Sachar, A. L.	letter	1
1/4/1966	Sutich, A. J.	letter	2
2/1/1966	Geiger, H.	letter	1
2/4/1966	Bennis, W. G.	letter	1
2/9/1966	Tannenbaum, R.	letter	1
2/10/1966	Murphy, G.	letter	1
2/13/1966	Halmos, P.	letter	1
2/14/1966	Weisskopf, W. A.	letter	1
2/14/1966	Allport, G. W.	letter	1
2/23/1966	Diaz-Guerrero	letter	1
3/3/1966	Fromm, E.	letter	1
4/17/1966	Sato, Koji	letter	1
4/18/1966	Prabhu, P. H.	letter	1
4/24/1966	Koestler, A.	letter	1
8/9/1966	Sutich, A. J.	letter	2
8/22/1966	Sutich, A. J.	letter	2
8/25/1966	Sutich, A. J.	letter	4
1/25/1967	Maslow, A. H.	letter	1
1/1967	Sutich, A. J.	manuscript	8
1/31/1967	Murphy, M.	letter	1
2/21/1967	Sutich, A. J.	letter	2
2/28/1967	Sutich, A. J.	letter	2
3/9/1967	Sutich, A. J.	letter	1
3/10/1967	Ackerman, T. J.	letter	1
3/16/1967	Huxley, J.	letter	1
4/3/1967	Maslow, A. H.	letter	1
4/11/1967	Sutich, A. J.	letter	2
4/16/1967	Sutich, A. J.	letter	1
4/22/1967	Huxley, J.	letter	1
4/25/1967	Sutich, A. J.	letter	1
5/22/1967	Levy, J. L.	letter	1
6/5/1967	Sutich, A. J.	letter	2
6/5/1967	Moustakas, C.	letter	1
6/1967	Fadiman, J.	letter	1
6/7/1967	Rossi, E.	letter	2
6/8/1967	Sutich, A. J.	letter	1
6/14/1967	Rogers, C. R.	letter	1

Date	Author	Document	Pages
6/14/1967	Maslow, A. H.	letter	1
6/15/1967	Maslow, A. H.	letter	2
6/23/1967	Sutich, A. J.	letter	2
8/3/1967	Sutich, A. J.	letter	2
8/8/1967	Bugental, J. F. T.	letter	1
9/25/1967	Sutich, A. J.	letter	4
9/27/1967	Sutich, A. J.	letter	2
9/28/1967	Sutich, A. J.	letter	1
10/9/1967	Maslow, A. H.	letter	1
10/10/1967	Sutich, A. J.	letter	2
10/17/1967	Sutich, A. J.	letter	3
10/24/1967	Sutich, A. J.	letter	1
10/27/1967	Sutich, A. J.	letter	1
11/3/1967	Sutich, A. J.	letter	2
11/6/1967	Sutich, A. J.	letter	1
11/9/1967	Maslow, A. H.	letter	3
11/27/1967	Sutich, A. J.	letter & encl.	5
1/1968	Moustakas, C.	letter	2
1/9/1968	Sutich, A. J.	announcement	5
1/10/1968	Sutich, A. J.	letter	1
1/15/1968	Murray, H. A.	letter	1
1/15/1968	Geiger, H.	letter	1
1/16/1968	Rogers, C. R.	letter	1
1/16/1968	Winthrop, H.	letter	1
1/17/1968	Mumford, L.	letter	2
1/17/1968	Buhler, C.	letter	1
1/17/1968	Weisskopf, W. A.	letter	1
1/18/1968	Sutich, A.J. & Maslow, A.	letter & notes	2
1/22/1968	Bennis, W. G.	letter	1
1/22/1968	Halmos, P.	letter	1
1/23/1968	Koestler, A.	letter	1
1/23/1968	Tannenbaum, R.	letter	1
1/27/1968	Maslow, A. H.	letter	2
1/29/1968	Hartman, R. S.	letter	1
2/4/1968	Lloyd, P.	letter	1
2/15/1968	Bonner, H.	letter	1
2/19/1968	Sutich, A. J.	letter	4
2/21/1968	Maslow, A. H.	letter	1
2/26/1968	Sutich, A. J.	letter	3
2/29/1968	Maslow, A. H.	letter	2
3/5/1968	Maslow, A. H.	letter	2
3/8/1968	Sutich, A. J.	letter	2
3/8/1968	Murphy, G.	letter	1
3/28/1968	Boss, M.	letter	1
4/1/1968	Prabhu, P. H.	letter	1
4/2/1968	Sutich, A. J.	progress report	3
4/8/1968	Assagioli, R.	letter	1
4/11/1968	Sutich, A. J.	letter	2
4/1968	Maslow, A. H.	letter	1
4/23/1968	Frankl, V. E.	letter	1
5/1/1968	Maslow, A. H.	letter	2

Date	Author	Document	Pages
6/10/1968	Sutich, A. J.	letter	2
6/17/1968	Sutich, A.J. & Maslow, A.H.	letter & notes	1
6/18/1968	Watts, A.	letter	1
6/27/1968	Clark, J. V.	letter	1
7/25/1968	Sutich, A. J.	letter	5
7/30/1968	Sutich, A. J.	letter	1
8/9/1968	Fromm, E.	letter	1
8/15/1968	Sutich, A. J.	announcement	3
8/29/1968	Maslow, A. H.	letter	2
9/18/1968	Sutich, A. J.	letter	3
11/14/1968	Maslow, A. H.	letter	1
11/16/1968	Ansbacher, H. L.	letter	1
1/7/1969	Sutich, A. J.	letter	2
2/26/1969	Progoff, I.	letter	1
4/22/1969	Sutich, A. J.	legal paper	1
8/26/1969	Sutich, A. J. et al.	proposal	2
10/28/1969	Higgins, L. J.	legal paper	1
11/4/1969	Levy, J. L.	announcement	1

DOCUMENTS CITED

April 23, 1940.

Dear Tony:

I have read your paper with very much interest. It represents a fine progress report on your philosophy and practice of counseling, and shows that you have assimilated the best in what you have read without being misled by the carelessness of many of the writers in the field. Your own additions are clear, sensible, and important.

I think your expression "personalized psychology" is all right. It is better than H.A. Murray's "personology", a term which he intended to mean something similar. I am especially fond of your designation of the person studied as "adjustment-minded". That is first-rate, putting everything on the positive, congratulating the individual for getting ahold of himself rather than insulting him for having trouble.

Your introduction of careful consideration of ethical implications is something which you know that I favor.

The one problem of theory which it seems to me that you have not stated clearly is the limitations to insight into oneself. This is a puzzler. The Freudians think it comes only through elaborate processes of analysis. Some others believe that re-education is possible without understanding of the sources of illness. I am not sure that a categorical decision is necessary, but the question should be raised. There are degrees of understanding. One may know the present difficulty pretty well without knowing its deeper origins. An attack in terms of the present structure of social relationships may suffice to alleviate the trouble. Dr. Bernfeld, the San Francisco psychoanalyst, says that the analyst knows his patient's trouble in early sessions, but it takes the long course of treatment for the patient to see himself in true light. It is his belief that the analyst, even though sure of the trouble, cannot speed up the reeducation process. You are, I know, aware of the problem through your discussion of the articulate-inarticulate problem, but I believe there is more to be said.

The section on terminology on page 27 is tentative, and will probably have to accumulate. It will be simplified, no doubt, as your theory crystallizes somewhat more. In general, however, I suggest using just as rich a vocabulary as you find useful, without too much worry over whether or not it is altogether consistent. For example, Lewin's term 'ego-involvement' is a good one, referring to the kind of task into which you throw yourself so thoroughly that you can get real joy out of success, and can suffer bitterly if defeated. One doesn't have to have an air-tight 'ego' concept in order to use the expression with meaning. Success and failure have entirely different meanings depending on the 'ego-involvement' in the tasks which are successfully or unsuccessfuly completed. There are numerous sets of terms for reaction to frustration. Rosenzweig has a set of three: extrapunitive (the other fellow is guilty. "he did it"), intropunitive (I am a miserable worm: "I did it"), impunitive (it couldn't be helped; "it just happened"). If you run across sets like this that you like you can use them, or they may be translated. I suggest that you not handicap yourself by trying to oversimplify to the Guthrie level, lest you lose some of the richness of the material with which you work. The terms will shake down after a while. Your list suggests that you ~~MMM~~ found it desirable to add terms as you went along.

Keep up the good work, but don't let the system "freeze" prematurely.

With every good wish,

Carl McGrad

San Francisco,
June 2, 1940.

Dear Tony:

I am submitting proposals for five papers, tentatively given the following titles:

#1. Counseling the adjustment-minded individual: A personalized re-education method.
#2. Some aspects of the relationship between the adjustment-minded individual and the counselor.
#3. The place of values and goals in the adjustment interview.
#4. Proposed improvements in terminology for adjustment psychology.
#5. The usefulness of learning theory in adjustment psychology.

My procedure was roughly as follows. Taking each of your sub-headings as a starting point, I grouped them under a few larger topics, then took a look at them. Assigning a title resulted in the papers as indicated. Under each "paper" the sub-headings are the headings of parts of your present writing. It would not be supposed that these would remain unchanged in reassembling, but this appeared to me to be a useful first approximation to outlining. The first four papers appear to me to have enough substance already to make their preparation possible. The last would be too sketchy at present.

There are a few topics omitted. This is not to be considered a rejection of them, but it was not immediately evident where they should go.

As I reexamine what I have done, it appears that the first two jobs might be #4 and #1. Then #2 and #3 would follow very naturally.

Please consider all of this merely a suggestion for a procedure. If I thought you would feel in any way obligated to follow my outlining, I would not offer these tentative sketches to you!

The material is very well worth publishing for the sake of the profession. I suggest Fenton's "Guidance Quarterly", "Mental Hygiene", or "Journal of Consulting Psychology" "Journal of Orthopsychiatry" as possible outlets. For publication financed by the author, immediate appearance can be had in the "Journal of Psychology", or the "Psychological Record".

With best wishes,

Sincerely yours,

Jack

E.R.H.

Proposal for Paper #1

COUNSELING THE ADJUSTMENT-MINDED INDIVIDUAL: A PERSONALIZED RE-EDUCATION METHOD

By Anthony Sutich

1. Introduction
   How the method came about, and what use the author has been making of it.

2. General plan
   Characteristics of personalized re-education method
   Development of personalized re-education method
   Experiential approach to non-adjustive behavior
   Explanation sequence
   Questions
   Order of problem importance
   Autobiographical phases
   Description of alternative evaluations
   Formulation and clarification of goals

3. Some details in procedure
   Preliminary remarks
   Spatial relationship
   Writing materials
   Written formulation of problems
   Categories of written material
   Length of session and session intervals
   Supplementary information and explanation
   Tests
   Individuality

4. Factors in re-educational therapy
   Significance of readjustment behavior
   Work factors
   Clarity factor
   Cumulative process and insight
   Relation of insight to new behavior
   Relation of insight to culture
   Relation of insight to self-deception
   Emotional transference
   Continuous learning
   Progress criteria

5. Illustrative case
   (Since this is written for practical people, they will catch on better if it is made quite concrete. That is, How voluminous does the material become? What are some typical sentences used by the counselor in dictating an "explanation"? The case need not be reported in extenso, but a summary, e.g., by chief topics discussed in successive sessions, would be useful)

6. Summary and recommendations

E.R.H.
June 2, 1940

Proposal for Paper #3

THE PLACE OF VALUES AND GOALS IN THE ADJUSTMENT INTERVIEW

By Anthony Sutich

1. Introduction
   In the personalized re-education method, as previously described, the assumption is that the individual seeking help is adjustment-minded. This implies that there are goals being sought. It is the purpose of this paper to consider the nature of these goals, the process of their formulation, and the significance for adjustment of the goal-stating and goal-seeking process.

2. The place of goals in the mental hygiene program
   Maladjustment criteria and goals
   Goals
   Positive mental hygiene goals

3. Some concepts bearing upon the individual formulation of goals
   Primary motives, conscious and unconscious
   Variations in motivational pattern
   Expressive and integrative factors
   Voluntary-involuntary concept
   Articulate-inarticulate concept
   (Insight? See topics in Paper#1)

4. Summary and recommendations

E.R.H.
June 2, 1940

Proposal for Paper #4

PROPOSED IMPROVEMENTS IN TERMINOLOGY FOR ADJUSTMENT PSYCHOLOGY

By Anthony Sutich

Emotional components of maladjustment terms
Terminology
Categories of adjustment
Adequacy of "defense mechanism" as a term
Terms for the non-adjustment state
Developmental terminology

E.R.H.
June 2, 1940

Proposal for Paper #5

THE USEFULNESS OF LEARNING THEORY IN ADJUSTMENT PSYCHOLOGY

Tension increases and decreases
Learning theories
Reinforcement of progress in reeducation

E.R.H.
June 2, 1940

notes 42-43

Observations on
The concept of Equality

The concept of equality is perhaps most famously dealt with in the Magna Carta and the Declaration of Independence.

The Bill of Rights is a set of specific rights that stem from equality

The United Nations is at least nominally founded on the basis of equality amongst nations, large or small.

Within nations there are groups that differ but have, or should have, equal rights.

notes 43 2

Equality in interpersonal relationships

Equality and the democratic process

Equality and the individual differences

Equalization: a basic interpersonal tendency

Compensatory equalization

Dynamic and static equality

Equality, equilibrium and disequilibrium

Inferiority - superiority (conscious or unconscious) as deviations from equality

Equality in apparently unequal relationships (e.g. parent-child)

Equalization, in a given relationship, when a durable state of imbalance or asymmetry exists, tends to occur not only through the inter action of the participants but also through the temporary or relatively permanent establishment of polar deviations from equality within the individual viz a superiority attitude in an individual tends to exist in relation to, and as a compensation for, underlying feelings of inferiority that may, or may not, be fully conscious in the same individual. Moreover, the superiority attitude may be unrecognized as such, by the individual concerned, who may be predominantly conscious of, and adjusting himself to, actual feelings of inferiority. For example, the individualwho does not recognize that he is reacted to as having a superiority attitude when he is actually afraid to participate in some activity because of feelingsof inferiority and inadequacy.

Deviations from equality, whether in the direction of superiority or inferiority, within the individual, may or may not be recognized as such by either or both participants in a given relationship. For example, some individuals feel uncomfortable in their interactions to certain other individuals without necessarily knowing the source or sources of discomfort.

A kind of equality may exist between the participants in a group, whose members nevertheless possess mutually a superiority attitude toward those outside the group.

Equality may or may not be expressed through identity and similarity. For instance, one kind of activity may balance a totally different kind and express equality through agreement as to respective value. Equality

Equality may be expressed in complementary forms.

Check against basic ethical assumptions/

Basic self-security is an integral factor in interpersonal equality.

Notes '43

Equality does not necessarily mean identity, whether it is a question of rights, responsibilities or circumstances.

Political equality, that is, as an individual, is not necessarily either superior or inferior to what might be called inter-personal equality, but rather may be looked upon as derived from the latter.

Equality in worth as a person, does not necessarily exclude actual negative development which may bring about a distortion, a weakening, or a lowering of the individual's level of behavior and conduct.

Inter-personal equality does not necessarily eliminate, but rather facilitates, the actual measurement and comparison of many individual differences in human relationships that may be important but do not invalidate the fact of inter-personal equality. For example, some individuals are physically stronger than others, some brighter; others healthier, still others taller or shorter, or more talented, etc., etc., etc.

It may be that inter-personal equality refers to the potential capacity that men and women have for the realization of their respective selves, so to speak, if given equal, though not necessarily identical, opportunities and favorable circumstances for such development. Thus the term "equality" may refer more to the existence of more or less the same "basic" needs at birth, with a more or less equal, but not necessarily identical, need for conditions that will bring about a maximal development and gratification.

The law of action and reaction applies to relationships

Equality is a state of both disequilibrium as well as equilibrium, depending on whether it is being thought of as dynamic or static, in the given instance.

Equality may be an active or passive process, depending on circumstances.

The process of equalization which may be considered as the tendency to establish, maintain and enhance or reestablish equality in any relationship at any given time is not necessarily fully conscious.

Psychologists, psychoanalysts, and psychiatristshave historically been more concerned with the actual presence and functioning of conscious and/or unconscious attitudesof inferiority and superiority and their expression in behavior and conduct than in a direct definition and understanding of inter-personal relationships as such.

From the standpoint of mysticism it may be that the concept of equality cannot be comprehensively defined. Rather, inter-personal equality may be something that can only be expreienced fully and never quite adequately verbalized. (This ties in with the semantical notion that words and symbols are not to be mistaken as ever being equal to the things, processes and relationships that they represent.

JOURNAL OF ABNORMAL AND SOCIAL PSYCHOLOGY

GORDON W. ALLPORT, EDITOR

EMERSON HALL
HARVARD UNIVERSITY
CAMBRIDGE, MASSACHUSETTS

October 11, 1943

Mr. Anthony Sutich
Palo Alto
California

Dear Mr. Sutich:

Via Dr. Hilgard I am returning your interesting manuscript with certain editorial suggestions. If you are willing to consider them I believe that we may be able to make arrangements for the publication of your paper in this Journal. It strikes me as distinctly provocative and timely, also as unusually original.

The title seems to me a bit heavy and needlessly abstruse. What I should like to get across is A Professional Code for Psychological Consultants or Professional Ethics for Consulting Psychologists. One of these titles, or something equally direct, would seem to me to define the content and place the emphasis where it belongs.

Following the same thought, I believe a much more direct approach in your writing is desirable. Particularly do the first five pages need recasting. They seem to me oblique in their attack. The argument might go something like this:

Messing into peoples' lives is a serious business. Psychologists are now messing more and more. Physicians have codes, so should psychologists. Codes need guiding ethics. Democracy and psychology are hand-in-glove. The former provides the principles from which the propriety of specific practices can be deduced. Then you can give some of your instances of bad relationships which are now too cryptically presented in your opening paragraph.

Then could come your ethical propositions, showing how they derive from the morality of democracy. I think you could here make a little clearer the organization of the propositions; possibly subheads would help. I also felt the desirability of illustrating briefly here and there, so that a proposition does not sound merely like a general Commandment. Ideal would be an example for each rule.

What I am suggesting, you see, is a straight-from-the-shoulder article on professional ethics, made as direct and practical as possible for consulting psychologists. There is no such code in print that I know of, and I shall be glad to print one to start discussion. You may wish to give more thought to the scope of your present propositions. Are there other relationships that other consultants might uncover? Probably by talking the matter over with your colleagues you can judge the adequacy of your present list.

If you are willing to try a revision somewhat along the lines I suggest, I shall be glad to receive your second edition at your convenience. There is no special hurry about the matter. Just send it along to me directly when you wish.

Sincerely yours,

Gordon W. Allport.

Gordon W. Allport

2702 WISCONSIN AVENUE N.W.
WASHINGTON 7, D. C.

October 13, 1943

Dear Tony:

Congratulations!

Your paper has made a real hit with Dr. Allport.

With his interest, I feel sure you will not mind one more revision. Ann Magaret should prove helpful, since she knows Allport well.

With best wishes,

Sincerely yours,

Jack

P.S. Dr. Allport suggests you write direct & learn from now on -

JOURNAL OF ABNORMAL AND SOCIAL PSYCHOLOGY

GORDON W. ALLPORT, EDITOR

EMERSON HALL
HARVARD UNIVERSITY
CAMBRIDGE, MASSACHUSETTS

December 1, 1943

Mr. Anthony Sutich
1229 Hopkins Avenue
Palo Alto, California

Dear Mr. Sutich:

In the paper you sent me you indicated that professions (other than medicine) seemed to have no ethical codes. I felt you were not fully right in this matter and have obtained from a colleague the following references that might interest you.

Clyde L. King	The Ethics of the Professions and of Business, "Annals of the American Academy of Political and Social Science," Vol. CI, No. 190, May 1922.
Carl F. Taeusch	Professional and Business Ethics, N. Y., Henry Holt & Co., 1926.
Edgar L. Heermance	Codes of Ethics, Burlington, Vermont, ~~1924.~~ 1924.
Felix Cohen	Ethics of Systems and Legal Ideals, N. Y., 1933.

Sincerely yours,

Gordon W. Allport

Gordon W. Allport

JOURNAL OF ABNORMAL AND SOCIAL PSYCHOLOGY

GORDON W. ALLPORT, EDITOR

EMERSON HALL
HARVARD UNIVERSITY
CAMBRIDGE, MASSACHUSETTS

January 14, 1944

Mr. Anthony Sutich
1229 Hopkins Avenue
Palo Alto, California

Dear Mr. Sutich:

There is, as you know, a Committee on Professional Ethics of the American Psychological Association. I believe Dashiell is Chairman of it. Ordinarily the question of forming a code would not be considered as requiring a new committee. The issue would be referred to the present standing group.

I think after your article is published a reprint could be sent to the Committee members and correspondence invited. For the time being I think you ought to concentrate on your own ideas getting published. The reorganization of the APA is slowly taking place and I doubt that the problem of code would be welcomed at just this stage.

I have a feeling that the phrase "consulting psychology" covers your meaning pretty well. New formulations such as "psychoreadjustment field" are always very cumbersome and forbidding. I still think an adequate title would be "A Professional Code for Psychological Consultants." Even if this title does not express your full meaning it is enough to call attention to the contents. No one can tell everything in a title. I shall be glad to see your revisions when you have ~~them~~ ready.

Sincerely yours,

Gordon W. Allport

Gordon W. Allport

JOURNAL OF ABNORMAL AND SOCIAL PSYCHOLOGY

GORDON W. ALLPORT, EDITOR

EMERSON HALL
HARVARD UNIVERSITY
CAMBRIDGE, MASSACHUSETTS

February 18, 1944

Mr. Anthony Sutich
1229 Hopkins Avenue
Palo Alto
California

Dear Mr. Sutich:

You have made considerable progress in your writing of the code. I like it much better but still do not regard it as suitable for publication. To put my suggestions very abruptly, they are:

1. Omit the first thirteen pages. These provide a scaffolding for your own thought but scaffoldings should be torn down when the building is ready for use. They are much too abstract to be intelligible to any other thinker who has not gone through your particular processes. I admit that perhaps one single page of introduction is needed explaining what you mean by "democratic relationship."

2. The article from p.13 onward is much better, although it still needs some styling and editing. I am wondering whether someone in your locality-- for example, Dr. Margaret--- could collaborate a bit with you. A fresh viewpoint would help the exposition to reach the new reader. Some condensation is possible. I liked your short concluding sections. They could remain pretty much as they are. Of course this styling could be done by yourself but it is ever so much easier for an outsider to see just what is needed. I wish you would try to do this before sending it to me for what I hope is the final mailing.

I am still willing to publish the results of your long and careful work. You have something to say. Manuscript preparation is, however, always a tedious matter and I hope you will not be discouraged by the editor's insistence upon one more revision. I simply fear that, in its present form, the article will not get the attention which the content merits. Incidentally, a taking-off place might be a cross reference to the Rogers technique which is in everyone's mind and which has certain similarities to your own. By building on this formulation you could easily lead the reader into the more explicit consideration of the counseling relationship advancing, as it were, from Roger's contribution to the point of articulate ethics.

I do congratulate you on your work thus far and hope that you will make this one final exertion.

Sincerely yours,

Gordon W. Allport

HARVARD UNIVERSITY
DEPARTMENT OF PSYCHOLOGY

PSYCHOLOGICAL LABORATORY

Emerson Hall
Cambridge, Massachusetts

October 11, 1944

Mr. Anthony Sutich
1229 Hopkins Avenue
Palo Alto, California

Dear Mr. Sutich:

My congratulations also on your election as member of SPSSI. You will hear normally from the Secretary, Dr. Daniel Katz, Department of Psychology, Brooklyn College, Brooklyn, N. Y. I suppose the membership so far as literature and so on is concerned starts January 1st but I'm not sure. If you do not hear from Dr. Katz within two or three weeks you could inquire of him concerning the matter. It is my impression that Dr. Hilgard paid the initial dues for the current year but Dr. Katz will have to verify my statement. I am sending you the last of the old-style Bulletins of Spussy containing an article we prepared locally. From now on you ought to get the regular literature through the secretary.

With best wishes.

Sincerely yours,

Gordon W. Allport

Gordon W. Allport

1 West 89th St N Y City 24

Oct 18 '44

Dear Dr Sutich

I got your note about sending me your article some days before I got the article itself which accounts for delay in writing you. Thank you for sending it. I have learned from reading it, aside from appreciating the clarity with which you stated your propositions. You have set a very high standard for the psychological consultent , but I am not surprised to read in your account that clients appreciate it to an extent that makes it professionally practicable. On first reading I wondered if you had not thrown more responsibility upon the client than many of those who came for help were capable of exercising because of the very conditions which led them to the consultant. But I decided that I was probably thinking of cases so "psychiatric" as to be over the line, and distinctly in the category of " patients".

Beyond my immediate interest in the paper on its own account, it came to me while I was getting material together for a piece on the connection s of the social sciences with ethical values- or with values generally if one prefers to omit the word ethical. I think your paper is in line with the main point I wanted to make- namely that the subjectmatter of these sciences is intimately bound up with facts that are of the kind called values and valuational, and that there is a false neutrality, or socalled " objectivity ", which ignores the distinctive traits belong to such facts in their value capacity, an attitude which seems to me to account, largely, for the relative failure of Social Science. But my positive point was that the scientific quality of the social disciplines is dependendent upon the attempt to analyze and report the connections of value facts, without the inquirer introducing moral judgments of his own. Hence the contribution which is genuinely moral as well as scientific is that which makes more evident their conditions and consequences (connections or relationships with other facts) in such a way that the general process of making moral judgments (itself a social fact) becomes more intelligent, reasonable - or " scoentific ". The effect of the " physical sciences upon say technological operations in industry was not bound up with or forwarded by the representatives of the former trying to tell others what they should, or even could, invent. But understanding of connections, due to their work, liberated others to make their own judgments in the way of inventions and adaptations.

Please take the length of this letter as a sign of my interest and my hope that it is in line with the tenor of your paper.

Sincerely yours,

John Dewey

STANFORD UNIVERSITY

DEPARTMENT OF PSYCHOLOGY

STANFORD UNIVERSITY, CALIFORNIA

October 27, 1944

Mr. Anthony Sutich
1229 Hopkins
Palo Alto, California

Dear Tony:

I have read for a second time your article from Abnormal and Social Psychology entitled: "Toward a professional code for psychological consultants." As a result I am more than ever convinced that your ideas in this paper are so important that they should be amplified and perhaps along with the new material you are working on should be expanded into a book. It seems to me that the main reason for expansion is the need for illustrated material to give concreteness to many of your italicized statements. As the article now stands so many of these statements follow one after the other that I found it a little difficult to keep them all in perspective or even to remember them all. In case you decide to work toward a book I have no doubt whatever about your ability to get it published.

Before closing this letter I want to thank you for including my name on the first page, though to tell the truth I really don't deserve it.

With warm regards,

Sincerely,

Lewis M. Terman

THE YOUNG MEN'S CHRISTIAN ASSOCIATIONS • THE NATIONAL CATHOLIC COMMUNITY SERVICE • THE NATIONAL JEWISH WELFARE BOARD
THE YOUNG WOMEN'S CHRISTIAN ASSOCIATIONS • THE SALVATION ARMY • THE NATIONAL TRAVELERS AID ASSOCIATION

United Service Organizations, inc.

350 FIFTH AVENUE, NEW YORK 1, N. Y. • PHONE: PENNSYLVANIA 6-5400

Honorary Chairman
John D. Rockefeller, Jr.

Chairman of the Board
Walter Hoving

Vice-Chairman of the Board
Harper Sibley

Chairman,
Executive Committee
W. Spencer Robertson

President
Chester I. Barnard

Vice-Presidents
Francis P. Matthews
Frank L. Weil
Mrs. Henry A. Ingraham

Secretary
Randall J. LeBoeuf, Jr.

Treasurer
John F. Hickey

Board of Directors
Mrs. Winthrop W. Aldrich
Mrs. Arthur Forrest Anderson
Warren H. Atherton
Mrs. Alfred E. Bochroch
Chester I. Barnard
Eugene E. Barnett
Mrs. William S. Bowen
Lindsay Bradford
John S. Burke
Very Rev. Msgr. Howard J. Carroll
Rev. Dr. Samuel McCrea Cavert
Walter J. Cummings
Judge Hubert T. Delony
Mrs. Harrison S. Elliott
Miss Mary Graham Hawks
Mrs. Walter E. Heller
John F. Hickey
Walter Hoving
Mrs. Henry A. Ingraham
Charles H. Johnson
Louis Kraft
Randall J. LeBoeuf, Jr.
Mrs. Edward W. Macy
Hon. Seabury C. Mastick
Francis P. Matthews
Miss Bertha McCall
Most Rev. Bryan J. McEntegart
Comm. Donald McMillan
Hobart McPherson
Clarence G. Michalis
Mrs. Maurice T. Moore
Mrs. Dwight W. Morrow
James J. Norris
Comm. Edward J. Parker
Brig. William J. Perkins
Rev. Dr. David de Sola Pool
Mrs. Harold I. Pratt
Comm. Ernest J. Pugmire
John T. Ramey
W. Spencer Robertson
John D. Rockefeller, Jr.
Mrs. S. [illegible]
Thomas J. Rees
Walter [illegible]
Harper Sibley
Hon. Alfred E. Smith
Woodbridge S. Tait
Jay A. Urice
Thomas J. Watson
Frank L. Weil

November 2nd, 1944

Mr. Anthony Sutich
1229 Hopkins Avenue
Palo Alto, Calif.

Dear Mr. Sutich:

Thank you for your reprint. I was very much interested in your article, even though I do not entirely agree with it. Dr. Helen Sargent has written a reply which I believe Dr. Allport plans to publish in the Journal some time in the near future. I think you will be interested in her comments.

Sincerely,

Carl R. Rogers

Carl R. Rogers
Director of Counseling Services

CRR/vk

USO IS FINANCED BY THE AMERICAN PEOPLE THROUGH THE NATIONAL WAR FUND

220

HARVARD UNIVERSITY
DEPARTMENT OF PSYCHOLOGY

PSYCHOLOGICAL LABORATORY

Emerson Hall
Cambridge 38, Massachusetts

Lincolnville, Maine
August 11 1945--

Dear Mr. Sutich:

Like you I am an admirer of Myrdal's book, including his methodological thinking. It seems to me that psychology has long been side-stepping the task of discriminating among values, with the result that a kind of pallid fetish of "adjustment" has resulted. Ethics creeps in the backdoor, but only a sort of tramp ethics, while "scientists" shoo cultivated ethics out the front door with the broom of operational methodology.

I certainly did not mean to discourage your methodological efforts to secure underpinings to the Code. It was only that, as you handled the subject at that time, I didn't think you succeeded in making explicit what psychologists as democratic citizens felt in their bosoms. What is more, out-and-out ethical writing is, I am persuaded, the hardest type of writing. The traps are self-evidency, piety, or solipcism.

You certainly succeeded in getting something long needed into print. I suspect in coming years we'll hear more and more about the subject. The live interest in training programs for clinical psychologists will soon see that the central question is "training for what?"

All good wishes, and thanks for your letter.

Sincerely,

Gordon W. Allport

COUNSELING PRINCIPLES

We assume that man is fundamentally a social being and that therefore his needs, values, rights, responsibilities and so forth are social in content even though necessarily expressed in a personal way.

Every individual's personal growth needs are a manifestation of social needs, values, rights, responsibilities and so forth.

If personal growth needs are assumed to be social in nature, it therefore follows necessarily that personal growth needs cannot be adequately understood or dealt with unless their social aspect and meaning are fully taken into account.

The basic objective of counseling is to help the client progressively satisfy his need and capacity for unlimited growth as a social being (that is, unlimited this side of Perfection).

There are two basic potential capacities in the individual personality, character and behavior: 1) democratic (democentric, progressive, positive), and 2) undemocratic (anti-social, authoritarian, egoistic, regressive, negative).

The two basic capacities are equal in all individuals as far as potential capacity is concerned.

The expression of the potential capacities differ from individual to individual and from time to time in the same individual with regard to the actual or operating developed capacities.

The self-directed and voluntary efforts to achieve higher levels of social being growth, because of the very nature of the problem, the objective and the relevant conditions, require methods that are specifically suitable.

Self-deception in some form or other and to some degree is a continuous factor in personal thinking, feeling and actions.

Democratic personal growth can be a more or less continuous process throughout the life cycle.

Democratic personal growth can be a voluntary and self-directed process throughout the life cycle.

Democratic personal growth in general can be an emotionally satisfying experience.

Democratic personal growth depends on a) personal desire for democratic growth, b) an appropriate technique, c) favorable external societal or environmental conditions.

The progressive resolution of the conflict between positive and negative forces within the individual does not at any point destroy the conflicting potential capacity for a reversal of the direction of development.

The two basic developed forces in conflict with each other are continuously and reciprocally interactive withthe environmental or situational conditions and forces, whether anti-social, social or physical.

Assuming that an inner personal conflict exists, personal growth occurs whenever there is a progressive change, in any degree, in the ratio of positive (democentric) and negative (egocentric) developed capacities.

Personal growth may occur either voluntarily or involuntarily (accidentally, in our sense of this term) and consciously or unconsciously.

The potential capacity for continuous personal growth is present throughout the course of a lifetime.

Democratic self-direction or self-management is necessarily concerned with both forces and with the external or situational forces with which they are dynamically involved.

Self-directed and voluntary efforts to achieve higher levels of social being growth are necessarily concerned with the progressive resolution of growth conflict.

The two basic capacities whether developed or potential or both always operate in opposition to each other in some degree, form, extent or relationship.

The opposition of the two capacities is continuous throughout life, either in the form of potentialities or actually developed capacities or some combination of the two.

The relationship of the two conflicting capacities is constantly dynamic and is changing in favor of one or the other, perceptibly or imperceptibly.

The conflict or opposition of the two basic capacities in their developed aspect is not necessarily conscious at all times.

The degree, forms, ratio and extent of the two forces in relation to each other are never completely conscious at any given time, this side of perfection.

The two directions of development of the conflict of forces may be described in terms or progression or regression.

The progressive resolution of conflict at any level does not change the fact of continuing conflict or opposition of forces.

JOURNAL OF ABNORMAL AND SOCIAL PSYCHOLOGY
GORDON W. ALLPORT, EDITOR

EMERSON HALL
HARVARD UNIVERSITY
CAMBRIDGE 38, MASSACHUSETTS

May 2, 1946

Mr. Anthony Sutich
559 Cowper Street
Palo Alto, California

Dear Mr. Sutich:

Your original stimulating article in this Journal started a deal of discussion. I am probably going to carry another appreciative but thoughtful critique by two Minnesota authors, Paul E. Meehl and Herbert McClosky. You might obtain a carbon copy of the manuscript from the authors to help frame your present line of thought. You should also note the other articles stemming from your discussion which have appeared in this Journal recently.

In my opinion you are still thinking creative thoughts and should formulate them as clearly as possible to prod still further our consulting profession. It seems to me you have in those notes, the following ideas:

1. Non-directive therapy is only in a limited sense non-directive; but it is in the right direction.
2. It is well to be more explicit and clear about the standards behind non-directive therapy. (Here you should examine the points made by your critics.)
3. Growth is an essential criterion in democratic ethics. (Here I think you should read R. C. Cabot's "Meaning of Right and Wrong" which places Growth in a clearer light as the highest good in all human relations.)
   My own slender contribution to this subject is contained in a paper on "The Psychology of Participation" which I am sending you.

These are my principal thoughts on reading your notations. I think you should integrate your ideas with the current stream of thought -- which means specifically replying to the critical points raised in recent issues of the Journal by people who have been stimulated by your own thoughtful initial contribution.

So far as publication is concerned, I urge you not to hurry, but to send me, if you wish, next fall, an article (as brief as possible) that you think will merit publication. I prefer, of course, to receive copy in as final a form as possible.

Sincerely, and with good wishes,
Gordon W. Allport
Gordon W. Allport

COPY

Anthony Sutich
559 Cowper St.
Palo Alto, Calif.
May 24, 1948

Dr. Laurance F. Shaffer
Teacher's College
Columbia University
New York, N.Y.

Dear Dr. Shaffer:

I enjoyed reading your article in the November, 1947, issue of The American Psychologist. It is especially interestingin view of my own efforts to work out "new structures of theory" (page 462) and so forth in relation to my counseling work. Among the results of my experimentation with modifications in the theory and practice of "non-directive" counseling is the enclosed draft of an article titled "Growth Experience" and the "Growth-Centered Attitude". I think it will interest you since it seems to be in linewith the position you developed in your article.

Copies of this and other material are presented to my clients, usually after the first or second interview. The material that the client gets is supplemented by informal clarification or review as needed during the course of the counseling relationship. I encourage my clients to feel free to read any of the available literature on "non-directive" counseling (Rogers, Snyder, etc.) they may care to go into and help them get hold of it if necessary. The chief idea in this is that it is only a question of time in any case before the general public will have a pretty good knowledge of the nature of "non-directive" counseling, (its objective, conditions, techniques etc.) and that therefore it is our job to help them get this information in the meantime. If anything, the more the client or prospective client knows about "non-directive" counseling, the more effective use he makes of it, at least as far as my own observations go.

My general experience, for whatever it is worth, is also available to my clients. For instance, clients at the outset of an interview often say that they don't know where to begin, that they haven't given any real thought to their situation since the previous interview etc., etc. In such instances, I inform them that their difficulty is a rather common experience and let it go at that. This usually helps them to be more comfortable about the trouble they are having and may now and then have in starting an interview. My feeling in this is that the more they know about the usual or even unusual course of events in the counseling process the more sense the relationship makes to them. After all, counseling is here to stay, and the less mystery about it the better.

The "growth-centered" or "growth-minded" attitude is an optional objective. Some clients terminate their initial series of interviews after achieving a "growth experience" and express no interest in going further. In practice, however, clients who are aware of larger issues, so to speak, are the ones who tend to go the furthest. This is especially true of people who are concerned about general welfare in one way or another. The reason for this seems to be that they are already conditioned to the idea of progress or development and their personal relation to it. The conscious awareness of the need and the basis for progress, coupled with an active participation in achieving it, may be concerned with their progress in their own field of work, social,

political, cultural or any other category where the concept has meaning. Of course, a good many people, at the outset of a counseling relationship, just don't have the attitude that would result in the cooperation necessary for the development of a "growth-minded" point of view. But while this is unfortunate, it is not necessarily a permanent condition. On the contrary, the continuous growth concept should in the long run contribute not only to the development of a "growth-centered" attitude but toward all kinds of desired growth among the general population. I consider it a part of my responsibility toward the client or prospective client to help him get a good perspective on his own and everyone's need for emotional growth. I try to accomplish this through written material such as the enclosed article and through oral presentation, interfering as little as possible with the "non-directive" aspects of the relationship. In other words, the purpose is to help the client get a better orientation or perspective so that he can get more out of his counseling experience than he otherwise would. However, I have not as yet been able to determine the best procedure nor have I attempted to standardize the content. Apart from the fact that the content would always be subject to improvement as this approach develops, it is obvious that the approach will have to be tried out by others in the field before it can be appraised.

Up to the present time I have discussed my general position with a number of psychologists, both inside and outside the counseling field. In general, the response has been encouraging, especially during the past year as my own understanding of my position has become clearer. Among those who have expressed encouragement and qualified approval are Dr. E. E. Hilgard and Dr. Ann Magaret. Dr. Hilgard suggested that I work with Dr. Magaret who has since recommended that I write up one of my cases illustrating the development of a "growth-minded" attitude and its subsequent expressions. I have had to postpone this effort for certain personal reasons but plan to do this as soon as possible.

I would appreciate any comments you may care to make and I shall be glad to answer any questions you may have that I feel in a position to answer,

Sincerely yours,

Anthony Sutich

AS/bb

JOURNAL OF CONSULTING PSYCHOLOGY
LAURANCE F. SHAFFER, *Editor*

525 WEST 120TH STREET
NEW YORK 27, N. Y.

July 13, 1943

Mr. Anthony Sutich
559 Cowper Street
Palo Alto, California

Dear Mr. Sutich:

It has taken a long time to answer your letter of May 24, because it was not an entirely easy letter to answer. My reactions have been both positive and negative, and I know that you will prefer me to be entirely candid.

I am very favorably impressed by your discussion of social aspects of counseling. It seems that the nondirective counseling approach, like psychoanalysis, has been too much centered on the individual client. Both good adjustments and unfortunate adjustments are essentially social experiences, and a more social orientation of the counseling process will probably be both a theoretical and a practical gain.

On the other hand, I cannot see that the designation of nondirective counseling as "growth-centered" instead of "client-centered" will be a gain. At least the client-centered attitude can be defined operationally. As I understand it, the nondirective counselor tries to think in terms of his client's frame of reference, rather than in terms of a preconceived theory of development or adjustment. He accepts the client as he is, and depends upon the client's own curative processes. In terms of these operations, it seems that "client-centered" is an understandable and defensible term.

The word "growth" once had a clear and a definite meaning. It referred to the increase in measurable characteristics of a human being that occurred during the process of maturing. Growth in height or in weight or in strength of grip was measurable in quantitative terms. The concept of growth was subsequently adopted for measuring intellectual gains from year to year, and here too, the results were quantifiable even though the measurements were somewhat imperfect.

When I read the material that you have written, or some rather similar thoughts expressed by Carl Rogers, about "growth" in psychotherapy, I wonder just what aspect of growth is being discussed. What is it that grows? How can you define this aspect? By what unit can you measure this progressive change which you call growth? It seems that a thorough search should be made for answers to questions such as these. Until the answers are found, the term "growth" must be recognized as a rather

rough analogy, a term that is inspiring, but that does not lend itself to a scientific approach.

Fundamentally, "growth" means a change. There is a favorable feeling tone implied by calling this change "growth," as it implies that something or other gets bigger and better just as the child grows during his process of maturing. I am sure, as you are also, that there are some changes occurring during the process of counseling. Would it not be better to devote our efforts to a precise definition of the changes that do occur, rather than to beg the question by just calling them growth?

I am very much interested in your suggestion that every person should return from time to time for some more counseling. It is probably a sound point in practice, for few of us ever become so well adjusted that we cannot profit from some effort toward improvement. I wonder, however, what the implications of this might be for a theory of mental health. Are we to assume that no one ever becomes independently mentally well? Or, should we regard this kind of counseling not as a therapy, but as a kind of education. At least, we can admit that one's education should go on throughout life. Knowing your interest in the ethical problems of counseling, and your own splendid ethical attitudes, I do not hesitate also to raise the question of the ethical implications of suggesting continued counseling to a client. When a counselor practices for a fee, is he justified in suggesting that a client should return for further and continued "growth experiences" throughout his life?

Again, I want to thank you for sending me your paper. It was really quite stimulating, and represents a beginning of an important point of view that certainly should be developed further. Perhaps the first step of development should be an attempt at a more precise and operational definition of the terms used. I shall be very glad to hear your further comments.

Cordially,

Laurance F. Shaffer

Laurance F. Shaffer

LFS:eo

Enclosure not available

559 Cowper St.,
Palo Alto, Calif.
November 10, 1948

Dear Dr. Shaffer:

I have waited awhile before answering your reply to my letter, in order to get a better perspective. The points that you make are interesting, valuable and stimulating; I deeply appreciate your generous overall evaluation. As you will see in the comments I am enclosing, I have given a good deal of thought to your reactions. For the purpose of clarity I have taken up one point after another in a piece-meal fashion. This may not do you full justice but I believe you will find it acceptable since it seems to be the best procedure under the circumstances. I shall be glad to make any corrections that may be indicated if I am thereby distorting your position in any respect.

I have taken the liberty of numbering the paragraphs in your letter (a copy of which I am enclosing for your convenience) in order to make it easier for both of us to keep track of the points you have made and my reactions to them.

I would appreciate getting your reaction to my comments. I hope, however, that you won't feel obligated to reply at length.

Cordially yours,

Anthony Sutich

AS/bb

Dear Tony —
I thought you'd be amused to read this. Please share the "prospectus" with Miles — regards.
Bertha 1972

559 Cowper St.
Palo Alto, Calif.
Nov. 24, 1948

Dr. Abraham H. Maslow
Maslow Cooperage Corp.
Pleasanton, California

Dear Dr. Maslow:

I understand that you have recently been working on something that has been vaguely described to me as the "extremely well-adjusted personality"; alternatively, the "super-normal personality". The reference to your work came up as the result of my exploratory and experimental counseling work on what I call the "growth-centered attitude" ("growth-conscious" or "growth-minded") as the "core" of a "full-valued personality".

The kind of personality I have in mind here, as a "non-directive" counseling objective, is something considerably "better" or "higher" etc., than what seems to be meant by the "well-adjusted personality", the usual goal of "non-directive" counseling via a "growth-experience". This may best be illustrated by my experience with a number of prospective "non-directive" counseling clients. In different words, but with the same meaning, they have said in effect that they wanted to know whether or not a "well-adjusted personality" or the ordinary conception of "normalcy" was my idea of a goal for them. They made it clear that they didn't want to work with me on their problems unless I could offer something better as a possible objective. These were very bright individuals, and in each case had a good deal of sophistication about psychology, counseling, psychiatric work etc. In some instances, this was said on the basis of experience as clients or patients with psychologists, psychoanalysts or psychiatrists. One of them put it in the following way: "If you want to help me become a well-adjusted person, I'm not interested in working with you. I know too many well-adjusted people on the campus; I'd rather have my own troubles than be like them." In other words, what they were objecting to was the shallow and narrow values that are so often a part of the "well-adjusted" or "normal" personality. There is much that I could go into in this connection but I believe this will be enough to give you an idea as to whether or not your own work has any bearing on it.

If so, I'd like to send you some of the material I have and perhaps exchange views on this rather tricky subject matter. I am corresponding with Dr. Laurance Shaffer to whom I have sent a draft of a part of my material. He liked certain aspects of it and has raised several questions to which I have recently replied.

Sincerely,

Anthony Sutich

ARTICLES OF INCORPORATION

We, the undersigned, have this day voluntarily associated ourselves together for the purpose of forming a corporation under provisions of Title I, Division 2, Part I of the Corporations Code of the State of California, and we hereby certify:

1. The name of this corporation and by which it shall be known is:

FELLOWSHIP FOR CREATIVE LIVING

2. The purpose for which this organization is formed is:

To promote creative living through increasing self-understanding and growth in fellowship, making use of any and all procedures and activities, religious, philosophical, artistic, scientific and others, which may prove to be suitable to this end.

To undertake, engage in, support, conduct and carry on enterprises for the physical, mental, moral, psychological and spiritual welfare and betterment of ourselves and of our fellow men; to participate in meetings, lectures, discussions, consultations and group endeavors looking toward the enhancement of the broadest creative potentials in us as individuals and as relational beings; to establish and fill the position of DIRECTOR of this corporate organization from among our membership, and to entrust said DIRECTOR with the guidance of the aforesaid activities.

To receive, take, secure, acquire, hold, control, manage and utilize donations, bequests, devises and gifts of real and personal property; to acquire, buy, purchase, sell, lease, own, hold, control, manage, deal in, convey and dispose of real and personal property of all kinds; to borrow money, to encumber by mortgage or trust deed, to contract with reference to, sell, bond or otherwise dispose of said real or personal property, and to manage the same or the proceeds thereof for the support, maintenance, furtherance and accomplishment of the purposes of this corporation; to obtain, acquire and hold copyrights, and to engage in, conduct and carry on the publishing and dissemination of books, papers, literature and all

kinds of printed matter; to exercise all the purposes and to enjoy all the powers specified in Title I, Division 2, Part I of the Corporations Code of the State of California, and generally to do and perform any and all things necessary, proper or expedient in order to carry into effect the objects and purposes of this corporation.

3. This corporation does not contemplate the distribution of gains, profits, or dividends to its members.

4. The principal office for the transaction of the business of this corporation is located in the County of Santa Clara, State of California.

5. The names and addresses of the persons who are to serve as members of the Executive Board for the first year, or until the election and qualification of their successors, are as follows:

ANTHONY SUTICH	559 Cowper St. Palo Alto, Calif.
HELEN LINCOLN	1243 Parkinson Ave. Palo Alto.
ALEXANDER SANAKOFF	1342 Webster St. Palo Alto.
VINCENT V. NOBLE	1145 Forest St. Palo Alto.
MARGARET ANDERSON	212 Fulton St. Palo Alto.
Wendell DAVENPORT	1015 Middlefield Rd. Palo Alto.
ALEXANDER IGNATOFF	561 Eaton Ave. Redwood City, Calif.
ERNEST OPPENHEIMER	2455 Alpine St. Menlo Park, Calif.

6. The voting power, property rights and interests of each member shall be equal; the principle of seeking the consensus of all who vote shall be adhered to in all decisions where possible.

IN WITNESS WHEREOF, we have hereunto set our hands this ____ day of November, 1949.

_____

_____

_____

_____

_____

_____

_____

_____

228

Have you ever had any personal therapy experience? If so, with whom and for what length of time?

If not, why not?

Or how can you function very effectively as a therapist unless you have had some direct personal therapy yourself?

Do you plan to go into a therapy relations if you havn't been in one so far?

If you have had therapy recently, do you plan to get more of it for yourself?

Does your statement that you have experienced "Satori" several times imply, therefore, that you don't need therapy?

Does your statement last time that you expected to get some clarification for yourself in the course of helping others resolve "paradoxical" questions, therefore, imply that such personal by-products are therapeutical in nature?

Therapy and courselling might be described in part as emotional and in some cases moral "enlightenment", and if so, where would this fit in with the "Satori" experience which seems to be at a much more adv nced plane.

What is your position on the reactions to you which are judgments that seem to contain a great deal of objective truth in them; for instance, you always want to maintain the role of teacher or mentor or the person who always has the last word to say. This often in a highly intellectualized form that seems to be a defense mechanism. The positive side of this is that you are obviously qualified to play the roll of teacher or expert in connections with your point of view. But it is another matter when you use this role in circumstances or relations in which things may be going on that cannot be described as teacher-student situation.

O couple of interviews with Watts, including [illegible] remarks + some of my comments on same.

July 13, 1952

What are the legal factors doing work with a lay-psychologist
Someone asked me whether I was sure about not getting into legal difficulties in doing counseling work. Are you actually doing counseling work. Yes, to some degree, in a very limited way. "Of course, if I run into a borderline case, or see that the person is pretty disturbed, I'll refer them to an analyist." The rest of this phone conversation was mostly about the still quite confused situation with regard to the licensing of psychologists, counselors, etc. including the definition of said field.

A curious thing: why the phone call now after Watts had told me at a lecture that he was sorry he hadn't retuned the Sullivan Book, one of these days, and that he hadn't read it all the way through.

Talked with Don about this later on in the afternoon and he also is most curious about this development in view of the three hour intense conversation with Watts at his house last winter.

July 14, 1952

Watts was to have come in at 12:45. Instead, he came in at half-past 11. And it later developed that he had another appointment at 12:15. Fortunately, the morning appointment, had been transferred to this evening.

Watts' parents are arriving from England. They are in their 70's. He himself has been in this country since he was 24. He is now 37.

He returned the Sullivan but didn't talk about it, mostly because I was interested in finding out why he was going to do counseling work, what kind and where and how did it fit in with zen-budahism.

I don't understand on just what basis "you are going into counseling work and I am curious about the relationship of the development and your position in zen." "Its a kind of non-directive counseling. What I hope to do is to help some people get "unballed up". There is not necessarily a tie in with Satori. The main idea is to help those who run into certain kinds of paradoxes or contradictions. Its something like you have in the pre-socratic world of philosophy, an example being the statement 'I am a liar'. If you say you are a liar, you are speaking the truth, therefore you arn't a liar, but in another sense, you are a liar, if you are speaking the truth inspite of what you say, etc. This example I remember hearing earlier, a long time ago, in connection with the island of Crete "

Do you know Gregory Bateson. I talked with him the other day about a project that he is going to be involved in for the next three years on a Rockefeller grant. It ties in with one of the basic questions with logic and has to do with the paradox or contradiction of abstraction. Bateson is going to use recorded material from the Veterans Hospital for research data, and is gathering slowly a staff around him for this project.

Another way of looking at this counseling thing is that there has been a trend in modern times toward getting beyond symptoms in both physical and psychological therapy. I want to help people get past the sum of the symptoms. Question: how does this fit in with the usual goals of therapy? The goals are not the same. In fact, there is no particular goal; there is only help in getting un-balled. If more intensive work is required, then the person will be referred to an analyist. Question; how does this fit in with the negative attitude you have towards analyist and therapy some 6 or 8 months ago. Well, I think they can do a considerable amount of good, but they can't do quite enough in some cases. Do you mean that you have something in mind similar to the point of view I brough out to you about not being able to limit therapy work only to the business of becoming well-adjusted or a mature personality or an integrated person? Even though all of these goals are relatively desirable. / Yes, its some thing like that but I don't mean it in an additave sense. / I understand that but at the same time that opens up things so that I can ask you what might perhaps be called the 64 dollar question. If new work is not directly and specifically concerned with the attainment of Satori, then where does your Zen position come into operation. Also, in order to make my question clearer, are you operating on the basis of having achieved Satori yourself and if so what kind of rational do you use for going into a field that uses methods which you feel to be inappropriate for Satori? In other words, have you achieved Satori and are you therfore what I assume to be a master. I know this is a very direct and personal question but my impression is that kirsna mirdi ducked in in one of the phamplets I read when he actually said, that it wouldn't make any difference to him whether he had experienced reality"or not. / Answer: Well, its a kind of amusing thing in a way. Dp you know Zen Zaki who was on the campus lecturing. / No, but I have heard about him through others. Zen Zaki used to be amused by the whole business of being labeled as a master. Actually, the term master, has been mistranslated. A Roshi is one who has achieved Satori, but the term master isn't quite appropriate. / But I would still like to know directly, and I think it a fair question in view of what I read in Suzuki's essays, whether you yourself have achieved Satori, and do you function on that basis as an expert on Zen. / Yes, I have. A number of times. But Satori can be misunderstood. Its not something you achieve once and for all. You may attain it a number of times and at indefinite times, either abruptly or gradually. The first one, you might say is definitive. / But, where does the factor of possible self-deception enter. / Well, self-deception is an extremely important thing of this, vital in fact. It take many forms and it can be a very subtle thing. For instance, some people thing they have achieved Satori and use the experience they have had as the means of thinking they aresuperior to others, an ego-thing for them. It is not a finalized thing. / (he got away from self-deception and I didn't push this as I had other questions to ask. I can take care of the self-deception questions another time, especially as he is essentially a direct and unevasive guy if he senses you really have some particular point that you want to clear up)

What in you personally wants to get into therapy.

S oscile

S. On the basis of having experienced Satori a number of times, how do you justify working as a counselor. My impression based on what I read in the Suzuki is that the Roshi as you call them, were celebate. How do you fit this in with your actual situation as a family man. / There is no problem here: while most of the Roshi referred to lived lives as monks, actually many of them went into the world and lived pretty much like other people, had familys, did various kinds of

230

work, etc. Do you mean the sort of thing that Spiegelberg refers to in "The Religion of no Religion." Yes pretty much that. You see there is a term "upayas" which represents those methods employed by one which has obtained a Satori which are not connected with Satori directly as such. There is nothing in having obtained Satori that would get in the way of living a full life more or less like other people do. With of course a different context within oneself.

(In talking about the nature of Satori, I asked him whether the Satori he had experienced had the characteristics listed in the Suzuki volume, all of which were understood to not be an representation of the Satori experience itself, in that the latter has qualities that go beyond verbalization of any kind, essentially.

(I've been getting around to this idea of doing more counseling work for some time. I plan to work in S.F. in connection with the instutute.)

Usually people go in for a major development on the basis of a conscious process as well as one that probably means they are working something out. How does this fit in to your getting into counseling work. Well, in counseling work there is a good deal of clarification - this is the main process, but when I am helping someone to get at more clarification, I am also having the benefit of clarification in myself through so doing. You can't work directly with a person in clarification without being so involved that you get a lot of clarification yourself. I like to work directly with another person, to interact with them. Does your point of view in thi regard tie in with Sullivan's term, "participant observer". Yes, it does. There isn't time today, but I would like to talk more about Sullivan's book sometime.

(The paradox thing that Bateson is working on can also be illustrated in such things as the term, self control. What controls the self that does the controling. And what about the person who can't exercise self-control. What is he controlled by. This is a problem that inevitably arrises in an authoritarian society. There are limits to which we can extend this control and it is bound to smash up on the question of who, or what controls the controllers. This also comes illustrated in the term, self-consciousness. which always implies a dualism. Who is conscious of what or whom and what controls the self that is conscious.

What is the situation with respect to those who have attained Satori and their relationship to others? If they have dedicated themselves to attain Satori first and have attained it, are they then dedicated to helping others attain Satori? Yes and no. They don't try to do this directly and deliberately, but work on the premise that they are a unity with others and the rest of the cosmos and that whatever they do is a matter of helping an enlightment develop in any and every direction. In people, in creeds, in everything. That is what is meant by Boddhi-Sattva.

In effect he said that Satori is achieved after you have reduced and eliminated compulsive forms of behavior. Pseudo-Satori? Amount of work x length of time involved in attaining Satori. Check on Watts sources for "non-monastic patterns of living that include Satori. (eat your cake and have it too)

WATTS (cont'd)

In Ruesch and Bateson's book "Communication" there is a good amount of material on "Action" as the predominant characteristic of our Culture. There is quite a contrast in the emphasis on action in this country with the emphasis on thought in France and feeling or passion in Spain and Italy. Britian is somewhat more like us as regards action. I believe the appraisal is fairly accurate. I think that it fits in with the position I am taking on the development of an approach to "Enlightenment" that is in line with the main characteristics of our culture. To a very high degree, the American relates to reality in terms of doing "Something or anything" about any problem, situation, circumstances, goal, etc. The emphasis is on "learning by doing" or " keeping busy" or " going places" or "getting somewhere" or "accomplishment" and so on. In fact, our everyday language is full of colloquialisms that express the pivotal value given to action. Therefore, it seems to be all the more necessary to take into account the action factor in any American approach to the "Enlightenment Experience." The same can be said about the best setting in which "Enlightenment" can be attained. Also in terms of our cultural pattern it is more likely to occur in a group context rather than in any isolated or private situation.

11/10/1952

Watts (cont'd)

Sub-title ANOTHER SUGGESTION IN CONNECTION WITH TRANSPLANTING BUDDHISM IN THIS COUNTRY.

In our culture, much importance is attached to participation in groups. Everyone tends to belong somehow. Even though those who describe themselves as not being "joiners", constitute a sort of group. There may be certain consequences that follow from this, with respect to Buddhism. Moreover, it may be that a more active and participating type of connection is necessary in the furtherance of transplanting Buddhism to this country. In the past you have mentioned the precipitation of therapy of techniques used by the so called Zen Masters who helped their students and disciples in attaining "Satori". One in particular, accredited to your account, has to do with becoming so accustomed to questioning that one who can give an instantaneous answer, without fear no matter what the question, and without regard to who the "person" it may be. It is this technique which you referred to as being very helpful in breaking up what the Zen Masters called "stickiness." By abruptly and without warning asking a question and in effect demanding completely spontaneous and unreasoned reactions, the result now and then would be the precipitation of startling response from which one had to be released somehow if he were to be free to attain "Enlightenment." At the very least this technique would bring into an awareness those disturbing areas which would show up in the form of blocking or inhibition or delayed reactions.

In some respects this procedure parallels "Free Assocaition" in Therapy work. This, however, is not the main consideration.

11-10-52

What we have in mind instead is that some form of this technique might be employed in this country. A group situation seems to be essential but it would seem that an effort could be made to use the technique at a much more rapid pace than seems to have been the case in Zen Buddism, etc., etc.

11-10-52

1954, Sutich

THE FOURTEEN PROPOSITIONS OF DIALECTICS.

PROPOSITION I: EVERYTHING REAL IS A COMPLEX OF PROCESSES. Reality, as we know it, does not remain identical with itself for more than a moment. It is characterized by the transitional character of all things. It is in flux. Common sense may assume that there are objects which change and move and also those which neither change nor move. Scientific investigations could not, however, discover objects of the latter kind. Neither in physical nature, nor in life, nor in man's thoughts, do we find permanent things. Some thinkers, following Plato, have assumed nevertheless that there must be a transcendental reality in which "Ideas" remain unutterably unaltered and eternally the same. Yet they have failed to provide any reliable evidence of this.

> The great basic thought that the world is not to be comprehended as a complex of ready-made things, but as a complex of processes, in which the things apparently stable no less than their mind-images in our heads, the concepts, go through an uninterrupted change of coming into being and passing away.
>
> (Engels, Ludwig Feuerbach)

PROPOSITION II: PROCESS IS NOT TO BE CONFUSED WITH CHANGE. It is not to be confused in the absolute sense of the word. It is a continuity of becoming a flux. In other words, it is characterized by both persistence and change, that is, by alteration. Generally speaking, every object undergoes change. Yet some aspects of it pass away while others persist. Apart from persistence, no development, no history could be possible. No object could endure. It could not be recognized as the same object in its two successive states. Thus, a man remains the same yet not quite the same man through all his experiences. A social order may exist for ages, despite its continual modifications. The sun shines every day upon the earth, yet in the course of its existence its strength has been slowly diminishing.

> All nature, from the minutest particles to the largest bodies, from a grain of sane to the sun, from a protozoon to a man, is ..... in constant flux, in continual motion and alteration.
>
> (Engels, Dialectics of Nature)

> Everything in nature happens dialectically, not metaphysically; it does not move in an eternally uniform, reiterating circle, but has a variable history.
>
> (Engels, Anti-Duhring)

PROPOSITION III: N O CHANGE CAN OCCUR APART FROM ADEQUATE CAUSES, OR ACTIONS.

In our interconnected world, every change implies the existence and work of material forces. This principle has been familiar in scientific circles ever since Leukippus said that "Nothing happens by change, but everything through a cause and of necessity." But it is not always consistently applied by learned men. Many a mystic scholar - of whom we have quite a few - tried to account for change through "Divine intervention," but they failed to provide any scientific confirmation of their contentions. Faith may resort to supernatural explanations, but it is not knowledge, in the scientific sense of the word.

> To those who deny casuality, every law of nature is a hypothesis.....How shallow is the mentality of those who are satisfied with this!
>
> (Engels, Dialectics of Nature)

> Causes and effects are thus moments of the universal inter-relationship among events.
>
> (Lenin, Leninsky Sbornik, IX,161)

PROPOSITION IV: PERSISTENCE SIGNIFIES THE INADEQUACY OR ABSENCE OF FORCES ACTING IN A PARTICULAR RESPECT; CHANGE, ON THE OTHER HAND, OCCURS WHEN THEY ARE ADEQUATE.

The difference between change and persistence, in their particular manifestations, can be due only to the uneven distribution of forces in the world as well as to the unequal and dissimiliar reaction of things to these forces. Were causes and effects uniform throughout nature, all objects would change in all respects, and there would be neither variety nor persistence. Such supposition is contrary to every day observation and knowledge. Persistence underlies clearly all development and maturation. But it is contrasted to such basic changes as revolution in social development or mutation in biological evolution, although even in these cases a certain degree of persistence is undeniable. All motion by inertia, too, is characterized by persistence in time.

PROPOSITION V: CHANGE, AS DISTINCT FROM PERSISTENCE, MANIFESTS TRANSITION OF QUANTITY INTO QUALITY, OR VICE VERSA.

The temperature of water can be raised only to the point when water, as a fluid, passes into steam; its temperature can be lowered only to the point when it is transformed into ice. Paper or wood can be subjected to heat without burning; but at a certain moment, when the heat is strong enough, paper or wood bursts into flame and its composition is appreciably changed. The human system can withstand increasing amounts of poison, say of strychnine, but when one takes a large enough dose, death ensues. The class struggle and class consciousness can be intensified for a considerable length of time; then a revolution breaks out, and society is qualitatively changed.

> The quantitative change in molecular composition produces at each step, a qualitatively different body.
>
> (Engels, Anti-Duhring)
>
> Thus it is impossible to alter the quality of a body without adding to or subtracting from matter some motion, that is, without quantitative modification of the body.
>
> (Engels, Dialectics in Nature)

PROPOSITION VI: REALITIES ARE SUBJECT TO INTERACTION OF FORCES COMING FROM OUTSIDE AS WELL AS INSIDE A GIVEN PATTERN OF EXISTENCE.

It is obvious that change can occur in a body not only as a result of outside interference, but also as a manifestation of inner structure or development - of its own nature. Inner forces do not exclude, ofcoourse, the simultaneous action of outside forces; the latter may actually contribute to the action and manifestation of the former. In other words, realities form structural complexes such as society, class, organism, mind. Each of these complexes may be called a pattern of existence, or structum. The properties of each structum depend on its organization, from such complex patterns as the state to such comparatively simple patterns as the molecule.

CH_2O_2 Formic Acid
$C_2H_2O_2$ Acetic Acid
$C_3H_6O_2$ Propionic Acid
$C_4H_8O_2$ Butyric Acid
$C_5H_{10}O_2$ Valeric Acid
and so forth up to $C_{30}H_{60}O_2$- Melissic Acid

PROPOSITION VII: WHEREVER AND WHENEVER A PATTERN OF EXISTENCE MANIFESTS CONTINUAL CHANGES DUE PREDOMINATELY TO FORCES CONTAINED WITHIN IT, WE SPEAK OF SELF-DEVELOPMENT.

This is particularly evident of structa with a considerable degree of persistence, such as is observed in organic evolution, in institutions of society, in classes of people. They follow the line of development inherent in them and adjust themselves to given conditions. To be well understood in their functions, such structa require a study of their nature as well as their environment. That is why we inquire into man's heredity, abilities, psychology. That is why we investigate the growth of private property, technology, class consciousness.

PROPOSITION VIII: THE CONFLICT OF INNER FORCES IS CALLED A CONTRADICTION.

The word "contradiction" is used by Marx and Engels in a specific sense, distinct from mere "logical contradiction" by virtue of which two contradictory statements cannot both be true. In the terminology of dialectical materialism, the two factors of contradiction can co-exist; they are both true. Nor is contradiction, in this interpretation, confined to t e mental world. It is found in society, life and nature. It is not only thinkable, it is objectively real. And finally, contradiction so understood is not something which cannot be resolved or explained. Among things, it stimulates change. In thought it provokes and demands its solution. Contrary to "logical contradictions," a dialectical contradiction is intelligible, whether it can be resolved in the immediate practice or not. The Marxists should not drop their hands, therefore, every time they face a contradiction in life or in theory. Invariably it is a clue for thought ot action. In reality it WILL be resolved one way or another. In thought it CAN be resolved. It is neither a fallacy nor an eternal mystery. Quite the contrary, contradictions are of every day occurrence; they are implied in such processes as history or life.

> Life is therefore also a contradiction which is present in things and processes themselves, and which constantly asserts and solves itself.
>
> (Anti-Duhring)

PROPOSITION IX: THE FACTORS OF EACH CONTRADICTION ARE TWO: THEY ARE TECHNICALLY KNOWN AS THESIS AND ANTITHESIS.

They consitute the two phases or poles of inner development. The factor generating the conflict is the thesis. The factor arising in conflict is the antithesis. The former may be called the positive; the latter negative. The outcome of the disturbance created by a contradiction depends on many conditions and takes numerous forms, according to the type of phenomena and to the given influence and confluence of forces. the antithesis may be surpressed, in which case the thesis will persist till a moreserious or mature contradiction brings it to an end. Or else thesis may be over ome leading to a new pattern of existence.

> Private property, as such, as wealth, must preserve its own existence and therefore the existence of its opposite, the proletariat. This is the positive side of the contradiction, the self-satisfied private property. On the other hand the proletariat, as such, is forced to reject itself, and consequently also the conditions determining the opposition, making it the proletariat - private property. This is the negative side. Within the limits of this contradiction, the property owner represents the conservative side; the proletariat the destructive side. From the former proceeds action aiming at its abolition. With the victory of the proletariat disappear not only the proletariat but also the contradiction determing its opposition - private property.
>
> (Marx-Engels, the Holy Family)

PROPOSITION X: THE FACTORS OF A CONTRADICTION ARE NOT OPPOSITE IN ANY ABSOLUTE SENSE. THEIR MUTUAL DEPENDENCE AND INTERDEPENDENCE CONSTITUTE A UNITY.

Separately, they have no existence: their natural role is to act upon and react to each other. Take, for instance, the proletariat and the burgoisie. How could the latter exist without profitting by the labor performed by the former? How could the proletariat remain oppressed, if there were no class to oppress it? This characteristic of contradiction is known as the identity of opposites, or, if you prefer, the unity of opposites. Thus, both conflict and unity are the necessary traits of a contradiction.

> In a closer study, we find that the two poles of a contradiction - the positive and the negative - are as inspearable from each other as they are opposed, and despite all their contradictoriness, they interpenetrate each other.
>
> (Engels - Anti Duhring)

> Not only does every unity contain within itself polar opposites but these internal opposites are mutually connected with each other; one aspect of a contradiction cannot exist without the other.
>
> (Textbook of Marxist Philosophy p. 162)

PROPOSITION XI: THE RESOLUTION OF AN INNER CONFLICT LEADS TO A BASIC CHANGE IN THE STRUCTURE, AND THE NEW STATE IS CALLED THE SYNTHESIS.

A synthesis eliminates the previous contradiction, but this fact does not signify necessarily the completion of self-development. The emerging structure may be, in its turn, subjected to the influence of outside and inside forces. The former will partially modify the pattern of existence, with all the minor alterations this may imply; the latter will determine its further development and thus produce a fresh conflict, a new thesis and antithesis.

PROPOSITION XII: SYNTHESIS IS BY NO MEANS IDENTICAL WITH ANTITHESIS FREED FROM OPPOSITION.

When an antithesis overcomes in struggle its own thesis, we observe the negation, or elimination, of the latter. Then the resolution of the conflict leads to a new direction of self-development. Thus, the victory of the proletariat, as the class of the oppressed, will remove the opposing class and result in a re-orientation of the victors, whereby they will abolish themselves as the oppressed. This constitutes the negation of the negation, which is precisely the meaning of synthesis.

> To negotiate does not mean, in dialectics, merely to say "No" and to declare a thing non-existing; nor destroy it arbitrarily. As Spinoza said "All limitation is also a negation". And furthermore the method of negation is determined, first, by the general nature, and second by the specific nature of the given development.
>
> (Engels, Anti-Duhring)

> The negation characteristic of, and essential to, dialectics - which certainly contains the element of negation, its most important element, is not outright negation, superfluous negation, skeptical negation, or hesitation; it is not an aspect of connection, an aspect of development, which retains everything positive.
>
> (Lenin, Liniski Sbornik, IX, 285)

PROPOSITION XIII: THE FINAL SOLUTION OF A CONTRADICTION RESULTS WHEN PERSISTENCE AND CHANGE BECOME ONE.

That is to say, when self-development is no longer handicapped by a basic contradiction. Thus, in a classless society progress will no longer be resisted, and no class will insist on the perpetuation of past ways and institutions. Society as a whole will be free to advance according to its needs, advantages and possibilities and possibilities of improvement. To apply this proposition to the field of knowledge, the correct explanation of first principles - such as causality or time - lies in comprehending, or resolving, the contradictions underlying them and in demonstrating the ultimate necessity of unity of persistence and change.

PROPOSITION XIV: THE LAW OF DIALECTICS IMPLIES MATERIAL OPPOSITION IN PROCESS, NOT VERBAL OR LOGICAL OPPOSITION OF STATIC CHARACTER.

When we mistake the latter for the former, we have a misinterpretation of dialectical materialism. Thus, Plekhanov fell into this fallacy by deriving dialectics from logical opposites represented by "yes" or "No". Such pairs as being and non-being, human and superhuman, material and immaterial, temporary and eternal, thick and thin, black and white, etc. are not good examples of materialist dialectics, as they do not involve a real process. The simplest rule for recognizing a dialectical pair of opposites consists in that they belong to one process in which thesis stands for, calls for, or seeks persistence, while aneithesis represents leads to, or damands change; change itself, as passing of quantity into quality, or vice versa, is a sign of synthesis.

In agreement with the above rule, a few examples of true dialectical processes can be given:

Physical nature is based on the principle of causality, with inertia and action as the opposites.

Life is based on the principle of motivation, with pleasure and pain as the opposites. Both terms are used here in the broader sense, the former standing also for satisfaction and approval; the latter for dissatisfaction and disapproval.

Mental life is based on the principle of experience, with the object and the subject as opposites. Political society is based on the principle of class struggle with two classes as opposites. At the present these two are reactionary and progressive forces. Art is based on the priniciple of creative activity with imitation and originality as opposites.

WK to be done

BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS

July 20 1954

Dear Tony

No answer for so long because awfully busy with lots of things & also because I've never been able to make any personal use of dialectics. I used to study it & study it & it just never clicked. No Aha! Same thing this time. Seems to me I can assent to your various propositions & yet I don't know what use to make of them. Perhaps one day. If they illuminate some problem I'm working with & can't solve that will do the trick.

Meanwhile I'm so pleased that you keep on probing profoundly I do wish more of your thinking could get into print & be made available to more people. Try!

Main thing kept me busy was my motivation book. All finished now & will be out in few weeks. Other big job was founding a graduate school in Psych at Brandeis. Such a terrible & time-consuming job! And for the whole of last year. But now finally every thing falls into place & we have, I think, the best small dept in the country for a student of spirit who is really interested in becoming a psychologist. I'm awfully pleased. No formal courses, no grades, no credits, no formal requirements — the fullest development of each individual student is the goal. It's working too.

Very best wishes
[illegible] Martin

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

COMMITTEE FOR RESEARCH IN SOCIAL SCIENCES

An Organization to Encourage and Develop Research and Instruction in the Behavioral Sciences at Stanford University

MEMBERSHIP, 1953–1954

MOSES ABRAMOVITZ (Economics)
M. A. GIRSHICK (Statistics)
PAUL HANNA (Education)
DAVID HARPER (History)
WILLIAM O. JONES (Food Research Institute)
Chairman

RICHARD T. LAPIERE (Sociology)
EASTON ROTHWELL (Hoover Institute)
BERNARD J. SIEGEL (Anthropology)
CARL B. SPAETH (Dean, School of Law)
DONALD W. TAYLOR (Psychology)

ROBERT A. WALKER (Political Science)
CLIFFORD WEIGLE (Institute for Journalistic Studies)
ERNEST R. HILGARD (Psychology; Dean, Graduate Division)
WENDELL BELL (Sociology), *Survey Research Facility*
ALFRED DEGRAZIA (Political Science)
Executive Officer

August 10th, 1954

Mr. Anthony Sutich
602 University Avenue
Palo Alto
California

Dear Tony,

I agree strongly with the position you and Zellner put forward in your memorandum to the Center. I would suggest a more denotative title and a second sentence in the very first paragraph summing up the idea.

You are not clear whether all or just the junior members would undergo the processing. This is a practical question of some significance since the more famous the individual the less likely he is to bare his soul.

Also, you might provide alternatives a) direct inquiry into the relevant matters or b) indirect probing (systematic, however) into them.

I could not guess how they will react to the idea in general. I think they could very well use a "house psychologist" (versed in the sociology of science) to study unobtrusively the process generated.

With best regards,

Sincerely,

Alfred de Grazia

copy

BRANDEIS UNIVERSITY

WK to be done

Waltham Massachusetts

July 20, 1954

Dear Tony

No answer for so long because awfully busy with lots of things & also because I've never been able to make any personal use of dialectics. I used to study it & study it & it just never clicked. No Aha! Same thing this time. Seems to me I can assent to your various propositions & yet I don't know what use to make of them. Perhaps one day if they illuminate some problem I'm working with & can't solve that will do the trick.

Meanwhile I'm so pleased that you keep on probing profoundly. I do wish more of your thinking could get into print & be made available to more people. Try!

Main thing kept me busy was my motivation book. All finished now and will be out in a few weeks. Other big job was founding a graduate school at Brandeis. Such a terrible and time-consuming job! And for the whole of last year. But now finally everything falls into place and we have, I think, the best small department in the country for a student of spirit who is really interested in becoming a psychologist. I'm awfully pleased. No formal courses, no grades, no credits, no formal requirements - the fullest development of each individual student -- the goal. Its working too.

Very best wishes

ss/ Abe Maslow

August 12, 1954

Dear Tony,

Have been in and out of town - hence delay.

I think your proposal very interesting, even in principle very important and yet doubt that any thing much will be done with it by the Center. This is such a terribly difficult thing - perhaps even impossible - that it may be impractical for any to try but a few dedicated and persistent individuals - like yourself for instance.

You haven't refuted Whitehead in his contention that we "unconsciously presuppose." I'm sure you'll agree that our unconscious presuppositions may be known a century from now but that the best we could do now would be to attempt, to nibble away at the problem and to be content with few and uncertain results. In addition, it is practicable that they would emerge best during deep, prolonged psychotherapy.

Why don't you try this? I'm sure you could do as well as anyone I know. Perhaps even a continuing seminar with a few of your friends. Or if you could suggest to the seminar a group to meet on just this for a long time?

In any case I'm so glad to see you still thinking and working fruitfully. You haven't mentioned your health. How is it?

Cordially,
Abe

Have you swallowed the term "behavioural science"? How would you behaviorally define a basic assumption? I'd like to stick to "psychological science."

typed

BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS

Aug 12 1954

Dear Tony

Have been in and out of town — hence delay.

I think your proposal very interesting, even in principle very important & yet doubt that any thing much will be done with it by the Center. This is such a terribly difficult thing — perhaps even impossible — that it may be impractical for any to try but a handful dedicated & persistent individuals — like yourself for instance.

You haven't refuted Whitehead in his contention that we "unconsciously presuppose." I'm sure you'll agree that our unconscious presuppositions may be known a century from now but that the best we could do now would be to attempt, to nibble away at the problem and to be content with few and uncertain results. In addition, it is practicable that they would emerge best during deep, prolonged psychotherapy.

Why don't you try this? I'm sure you could do as well as anyone I know. Perhaps even a continuing seminar with a few of your friends. Or if you could suggest to the seminar a group to meet on just this for a long time?

In any case I'm so glad to see you still thinking and working fruitfully. You haven't mentioned your health. How is it?

Cordially,
Abe

Have you swallowed the term "behavioural science"? How would you behaviorally define a basic assumption? I'd like to stick to "psychological science."

"unconsciously presuppose". I'm sure you'll agree that our unconscious presupposition may be known a century from now but that the best we could do now would be to attempt to nibble away at the problem & to be content with few & uncertain results. In addition it is probable that they would emerge best during deep, prolonged psycho-therapy.

Why don't you try this? I'm sure you could do as well as anyone I know. Perhaps even a continuing seminar

BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS

with a few of your friends. Or if you could suggest to the Seminar a group to work on just this for a long time?

In any case I'm so glad to see you still thinking & working, fruitfully. You haven't mentioned your health. How is it?

Cordially
Ike

Have you swallowed the term "behavioral science"? How would you behaviorally [illegible] in assumption? [illegible] to stick to "psychological science"

Palo Alto, California
November 8th, 1954

Dr. Ralph Tyler
Director, Center for Advanced Study in the
Behavioral Sciences
Stanford, California

Dear Dr. Tyler:

We are enclosing two copies of a proposal for consideration by the Center for Advanced Study in the Behavioral Sciences.

The first draft of this proposal was sent to Dr. Alfred de Grazia, Executive Officer, Committee for Research in Social Sciences at Stanford University. In his comments on this proposal, Dr. de Grazia stated that he strongly agrees with the position that we take. He suggested certain revisions (which we have incorporated in the enclosed final draft), and recommended that we forward the revised draft to you.

We realize that the procedural proposals we raise are quite complex and that some caution may be required in their implementation. Nevertheless, we do believe they represent a clear-cut challenge to the Center for Advanced Study and, for that matter, to the Ford Foundation and similar organizations. Moreover, we believe that even a very limited application of the procedural innovation would be a most fruitful contribution to the study of the "whole man".

We are eager to cooperate in any further study or implementation of our proposals. We shall appreciate hearing your reactions to the enclosed material, and shall give full consideration to any course of action you may suggest.

In a telephone conversation, Dr. de Grazia indicated that he plans to discuss our proposals with you in the near future.

Sincerely

ANTHONY SUTICH

Norman Zellner
NORMAN ZELLNER

Address: 602 University Avenue
Palo Alto, California

Telephone: DA 3 9166

A PROCEDURAL PROPOSAL AND RELATED STUDY PROPOSALS CONCERNING EXPLICIT STATEMENTS OF BASIC PERSONAL ASSUMPTIONS AND AFFIRMATIONS BY APPLICANTS FOR ADVANCED FELLOWSHIPS AND RESEARCH GRANTS IN THE SOCIAL SCIENCES*

For : CENTER FOR ADVANCED STUDY IN THE BEHAVIORAL SCIENCES

By : Anthony J. Sutich and Norman Zellner

It is our belief that funds for fellowships and research would be more effectively employed if applicants were required to state explicitly the relevant personal assumptions and affirmations underlying their proposed investigations. These statements could be made parallel to and independent of the customary application and evaluation procedure. Such a procedural innovation could open up whole new areas of study and research with regard to the role of personal values and assumptions in scientific investigation. To a degree, our proposals "usurp" certain prerogatives of the Center for Advanced Study in the Behavioral Sciences by suggesting that the Center's procedures themselves be opened to investigation, experimentation, and possible modification.

1. The Procedural Proposal

The procedure requiring that an investigator in the behavioral sciences outline explicitly the content of his proposed study is

---

*This memorandum is the preliminary report of a collaborative effort by a psychologist and an economist for whom a "Behavioral Science of Man" represents a challenging frontier of social science. Anthony J. Sutich is a practicing clinical psychologist, and a member of the American Psychological Association. Norman Zellner, a Ph.D in Agricultural Economics, University of California, has done additional study in the social sciences and philosophy.

rather widely accepted. In this connection, however, let us emphasize that the Center for Advanced Study is, in effect, an innovating institution because it has chosen explicitly to focus on "the whole man," and to operate in the area of a "holistic" behavioral science of man.[1] The Center, it seems, seeks to penetrate the barriers to scientific progress which may have arisen because the isolation of the several behavioral sciences has tended to produce what Whitehead has termed "clear-cut, trenchant intellects, immovably encased in a hard shell of abstractions". The innovating nature of the inquiry proposed by the Center, namely the whole man, seems to demand an analogous innovation in procedure relevant to that inquiry. We propose, therefore, that the Center establish a procedure which expands the usual requirements by requesting an explicit statement of the relevant personal fundamental assumptions or affirmations which underlie the applicant's proposed studies.

The essence of this proposed procedural innovation is to compel a statement by the potential investigator of what is typically left unstated; the set of relevant fundamental assumptions which underlies what is being said, and which has its roots in such varied soils as personal values and beliefs; the nature of man, society, and culture; causality; etc. Note that this procedural requirement does not dictate the content of the assumptions in question; it simply dictates that the applicant's assumptions be made explicit. In practice, on a tentative, initiating basis,

1. See as an example of such an effort: L. L. Whyte, The Next Development in Man (New York: The New American Library, 1950), Chapter II.

the Center might institute this procedure by "testing" it, and observing its effect in a selected, experimental group of applicants. (The experimental group, for example, can at first be limited to junior applicants).

2. Why Such a Procedural Innovation?

The argument favoring such an innovation in procedure follows from the notion that any study in the behavioral sciences consists of, or, in effect, ranges from, the assumptions of the study (some of which are at the highest level of abstraction and buried deepest in our culture and our unconscious), to the conclusions of the study. It seems that the Center would not be meeting its scholarly and scientific responsibilities in connection with the study of the whole man unless it required — as a procedural step — the explicit, comprehensive statement of each applicant's assumptional and valuational range which, in effect, would be an actual, logical (though typically implicit) part of his study.

It is realized that the unique requirements of college curricula and the independent structure of the several behavioral sciences might be taken to justify the sidestepping of this procedure on the grounds that the contents of the relevant fundamental assumptions lie within the "jurisdiction" of another discipline. For example, some of the assumptions underlying a study in economics may lie in the "jurisdiction" of cultural anthropology, psychology, and philosophy. But it is precisely this interdependence and interpenetration, involved in the

study of the whole man, which the Center seems to have already chosen to treat and focus upon. Therefore, the requirement of an explicit statement on the part of applicants of such relevant fundamental assumptions seems to be a procedural necessity. This is essential not only to achieve logical completeness in the studies involved, but also because the statement of assumptions may be fruitful in stimulating further research along the lines of the Center's unique interest in the whole man. In this latter connection, the relevant assumptions, themselves, may comprise elements common to separate disciplines (e.g., the notion of causality), or may constitute links between separate disciplines (e.g., the fundamental motivational assumption underlying profit-maximizing economic behavior, when stated explicitly, finds its roots in the psychology of motivation).

The innovating procedure that we have suggested finds support in Whitehead's insightful comment:

> ....When you are criticising the philosophy of an epoch, do not chiefly direct your attention to those intellectual positions which its exponents feel it necessary explicitly to defend. There will be some fundamental assumptions which adherents of all the variant systems within the epoch unconsciously presuppose. (Italics ours). Such assumptions appear so obvious that people do not know what they are assuming because no other way of putting things has ever occurred to them.[1]

[1] Alfred North Whitehead, Science and the Modern World (New York: The New American Library, 1952), pp. 49-50.

Certainly, if maximal progress is to be made in the study of the whole man, it seems to be the responsibility of the Center to encourage the

expression of such presuppositions, and to transform them from unconscious to conscious presuppositions. The procedural proposal requiring the explicit statement of relevant fundamental assumptions may prove to be an adequate technique for progress in this direction.

In addition, along these same lines, we believe that our procedural proposal would find support from many social scientists. As an idea, the notion of examining fundamental assumptions and values, which tend to remain implicit, has had considerable prominence in the writings of social scientists. Gunnar Myrdal, for example, speaking of valuation biasing research, puts the case very well:

> Biases in research are much deeper seated than in the formulation of avowedly practical conclusions. They are not valuations attached to research but rather they permeate research. They are the unfortunate results of concealed valuations that insinuate themselves into research in all stages, from its planning to its final presentation.
>
> The valuations will, when driven underground, hinder observations and inference from becoming truly objective. This can be avoided only by making the valuations explicit. There is no other device for excluding biases in social sciences than to face the valuations and to introduce them as explicitly stated, specific, and sufficiently concretized value premises. If this is done, it will be possible to determine in a rational way, and openly to account for, the direction of theoretical research. It will further be possible to cleanse the scientific workshop from concealed, but ever resurgent, distorting valuations. Practical conclusions may thus be reached by rational inferences from the data and the value premises. Only in this way does social engineering, as an advanced branch of social research, become a rational discipline under full scientific control.[1]

[1] Gunnar Myrdal, An American Dilemma (New York: Harper, 1944). Volume II, pp. 1043-1044.

It should be stressed that the procedural proposal suggested herein would subsume Myrdal's case as a species of a larger genus, in that the proposal focusses on explicit statement of relevant fundamental assumptions regardless of the valuational or non-valuational content of those assumptions. That most of the assumptions may be valuational in content is an additional difficult problem in methodology, concerning which, we believe, further research is necessary.

3. Some Study Proposals Related to the Procedural Innovation

Were the procedural innovation suggested here put into effect, access would be furnished to statements of relevant fundamental assumptions by a large number of investigators. These data could serve as valuable raw material for further studies. In this connection, certain tentative and exploratory studies are proposed.

(A) The group of relevant assumptional sets could be classified to determine the nature of their content, or in effect, to specify precisely the range of phenomena t ey subsume. This would amount to inducing a schema, or classification of entities and relationships at various levels of abstraction which,—in effect— the investigators have erected by their statements.

(B) A frequency distribution could be constructed using the previous schema, to determine the number of investigators who make an assumption about each constituent element or entity in the schema. This may be useful in revealing any focus, or foci, about which the assumptions are concentrated, and, negatively, the areas or elements about which the fewest assumptions are made explicit. These foci, if there are any, may well be explored further in conjunction with the anthropological notion of cultural foci, or in conjunction with studies in the sociology of knowledge, (in the latter instance, with special reference to the group referred to as "social scientists").

(C) With respect to the schema, a study may be carried out to determine the elements on which there is a high degree of agreement by the investigators—in contrast to those elements on which there is a high degree of disagreement.

(D) A study can be undertaken to compile the evidence for, and degree of, empirical verification that exists (in the current state of our scientific knowledge) for the various elements in the schema.

(E) A study can be undertaken to correlate the areas of agreement and disagreement (see C, above) with the degree of empirical verification (as determined in D, above). It is possible that much disagreement might be (unhappily) the result of ignorance or emotional bias concerning certain research findings which supply empirical verification, or at least support, for certain of the fundamental assumptions.

(F) An interesting exploratory study might be applied to the cases of selected elements of the schema where empirical verification is wholly lacking, and yet where there is a good deal of agreement among the investigators. In the case of these elements, it might prove illuminating to develop all the empirically possible assumptions concerning the elements in question. Clearly, some of the empirically possible assumptions will be

quite different, qualitatively, from the particular nature of the assumption upon which there is agreement. Further explorations can consist of determining what variation can result from behavioral science from the acceptance of the various assumptions that are empirically possible. This type of technique may provide fertile hypotheses for further investigation, and at the same time it may constitute a technique which will enable behavioral science to break out of the dilemma and circularity posed in Whitehead's statement on Page 4; for this technique makes operable that inaccessible group of "....fundamental assumptions which adherents of all the variant systems within the epoch unconsciously presuppose."

(G) Studies could be undertaken which attempt to correlate personality assessments of applicants (e.g., authoritarian character structure) with particular types of personal underlying assumptions as stated by the applicants.

4. Some Further Concluding Remarks

Presumably, as a result of this procedural proposal, each scholar will be required---procedurally---to state his relevant fundamental assumptions. Two beneficial side effects are immediately apparent. First, since these assumptions will typically carry the scholar into the jurisdiction of other disciplines, this procedure will be effective in assisting in the technical work of integration involved in creating a holistic behavioral science of man. Second, as a result of making his assumptional area explicit, the scholar would be able to communicate more effectively with others in respect to his basic assumptions. Typically, little overt inter-professional communication is observable in this area, judging from professional publications.

However, it must be granted at the outset that there are unhappy aspects to this procedural innovation. For many investigators, stating one's fundamental assumptions may be an obnoxious task, possibly representing inroads on academic freedom, or even into their personal lives. (As we pointed out previously, we think the nature of the inquiry conducted by the Center not only justifies this procedure, but makes it mandatory). We believe that the very resistance to the procedure of stating one's assumptions---because such a procedure is obnoxious---can be taken as evidence of the need for such a procedure. In the past, "obnoxiousness" seems to have been a prime characteristic of the emotional reaction summoned to resist attempts to examine scientifically areas of great mystical sacredness, buttressed by personal beliefs as strong as they were unfounded. Almost by definition, it was precisely in those areas, surrounded by the defense mechanism of "obnoxiousness," where the searchlight of scientific inquiry would evoke the greatest of reformulations, and tumble from their pedestals treasured, hoary, but, unfortunately, mistaken beliefs.

The very resistance, then, on the part of possibly some investigators to stating and examining the fundamental assumptions relevant to their studies may indicate that these assumptions lieiin an area which people in general---and some scientists in particular--- do not wish to examine. In all probability, the content of assumptions in this area are deeply rooted beliefs, emotional rather than rational, held

on faith rather than reason. This is not to argue, however, that assumptions must not be rooted in the nonrational; nor that assumptions so held are, ipso facto, invalid. Rather, if this be the quality and nature of one's relevant fundamental assumptions, then the degree of resistance to stating and examining these assumptions is indicative of the need to focus scientific inquiry on the assumptions, and the phenomena or entities about which the assumptions are centered. Perhaps the phenomena and entities involved in the assumptions are not susceptible to scientific inquiry. But it seems that this is something which may be established only after adequate inquiry. And if the assumptions are not susceptible to scientific inquiry, perhaps some clues may be furnished in the course of the inquiry which will assist investigators to revise the methods of scientific inquiry so that such inquiry is able to handle, methodologically, the phenomena involved in the assumptions.

As a further benefit of this procedural proposal, each scholar would have the perhaps salutary opportunity to experience personal progress in his role as a scientist. He could, via this possibly "obnoxious" self-analytical process, become more aware of his most fundamental assumptions, (relevant to his studies), and especially, aware of that hard core of assumptions which Whitehead, less euphemistically, would term "unconscious presuppositions." Such awareness may enable the investigator progressively to recognize and (where this is possible in the current state of knowledge) to overcome any undesirable selectivity, warp, or bias that may have crept into his work.

Finally, following our own suggested procedure, we shall make explicit one of the fundamental assumptions underlying our proposal. A procedure requiring an explicit statement of relevant fundamental assumptions implies at least one definite value: the value of accepting awareness and rejecting the blindness of compartmentalizing and shutting off certain of the assumptional fountainheads of our scientific studies and their conclusions. We believe that a full and mature acceptance of this value of awareness is one of the primary scientific and scholarly responsibilities of the Center. The procedural proposal outlined herein, and the studies related to it are, we think, one way of making this value truly alive and operative.

602 University Avenue
Palo Alto
California

November 8th, 1954

CENTER FOR ADVANCED STUDY IN THE BEHAVIORAL SCIENCES

202 Junipero Serra Boulevard • Stanford, California DAvenport 5-0026

November 12, 1954

Messrs. Anthony Sutich and Norman Zellner
602 University Avenue
Palo Alto, California

Gentlemen:

Thank you for your letter of November 8th with its interesting enclosure, "A Procedural Proposal and Related Study Proposals Concerning Explicit Statements of Basic Personal Assumptions and Affirmations by Applicants for Advanced Fellowships and Research Grants in the Social Sciences." The significance of personal fundamental assumptions in relation to the meaning and interpretation of intellectual work in the behavioral sciences is great. I am glad to have it brought again to our attention. However, the proposal is based upon some misunderstanding of the nature of the Center and the Fellows. People do not apply for fellowships at the Center; rather, panels of leading behavioral scientists nominate and select persons whose work indicates outstanding competence or the promise of such competence, and they are invited to come to the Center for a year of advanced education. If they accept the invitations, they are asked to outline in some detail what they propose to do; and in many cases, the outlines include something of a statement of their personal assumptions. However, a statement of such assumptions is not easy and is not, as you point out, conventional. Hence, these statements of assumptions develop during the time the Fellows are at the Center, becoming more clearly recognized and more explicitly stated as the years go by. Hence, the clarification of personal assumptions may represent more nearly an end activity rather than an initial activity.

Sincerely yours,

Ralph W. Tyler
Director

RWT:JS

April 20, 1955

Dr. Abraham Maslow
Brandeis University
Waltham 54, Mass.

Dear Abe:

The procedural suggestion that Dr. Zellner and I made to the Center for Advanced Studies in Human Behavior, got a polite but cool reception. This was pretty much as you expected. In writing us, Dr. Ralph Taylor, the Director, said that the Associates at the Center would more or less automatically arrive at a better and more explicit understanding of their values through the kind of contacts they would have with each other. We have no doubt that they will gain through such contacts, but our procedural suggestion would be far more likely to bring about deeper self-understanding with regard to values than would be the case with a casual, incidental or perhaps accidental approach. For the time being at least, Dr. Zellner and I have put off any further efforts in connection with the paper. The contrast between the comments in your letter and what we got from Dr. Taylor, is most revealing. Dr. Zellner and I thank you very much for your insightful reactions.

I am very excited about your new book. It seems to be ever so much better to have your systematic point of view in one place rather than scattered around. The new material is quite consistent with the older, and I am much impressed by it.

Your book raises a number of questions. I should like to know whether you have thought of constructing a comprehensive way of testing a person's own position with regard to the entire discrepancy between the maximal or optimal possible gratification through self-actualization, and the distorted behavior of one kind or another that typically is associated with the rather limited satisfactions in most lives. The construction of such an inventory would entail an enormous effort, I am sure; but the apparent values more than outweigh any expenditure. Your S-I Inventory could be used as a starter. There need be no hurry to decide at which point it would be best to level off. You might call a comprehensive survey of personal basic needs and their gratification, deprivation or frustration, a Basic Needs Inventory.

In constructing a Basic Needs Inventory, you might approach it at two levels:

First, the more general personal evaluation of what is going on in connection with a given basic need, such as love or belonging or self-esteem.

Second, the inventory might cover a much more detailed breakdown of what is actually going on, as in the case of your S-I Inventory.

In connection with a more general measure, it might be possible to find out, for instance, whether a person's gratifica-

250

tion of a given need is adequate, complete, partial, occasional -- and the frustration or disturbance side might be reacted to in terms of slightly, substantial, or intense. Would there be any point in an inventory of a person's own evaluation of the way he goes about satisfying basic needs; that is, is there self-approval or self-disapproval with regard to how he conducts himself in relation to a comprehensive contact with and response to what is going on in the realm of his basic needs?

It might be argued that any list of basic needs and any attempt to find out what the score is with regard to them, is rather arbitrary, or that it doesn't differentiate between basic and derived needs. But these are merely side issues, for the time being at least. I should add that there may be some objection to stating the consciously felt degree of frustration or gratification of certain specific basic needs, such as love and sex. Or for that matter there might even be a reluctance to respond in any way to an inventory covering such needs. Nevertheless, this should not necessarily be a disadvantage in clinical use of the inventory since most any reaction can become therapy material.

I have found it desirable to go beyond the diagnostic function of your S-I Inventory. By this I mean that I have used the S-I questions for getting at material directly that might otherwise not be so accessible. My usual procedure is to read off the S-I questions one by one, encouraging a maximal elaboration in each reply, whether "Yes," "No," or "?". I used to do the same thing with the Bernreuter Inventory for a long while before your own S-I Inventory was available. I suppose that it would be best to not leave this subject until I briefly cover just what I do with the S-I Inventory. For instance, in a recent case, I asked my client, who happens to be a very bright and cultured guy, to elaborate on the first question in your S-I Inventory. Although he had in passing made some remarks that indicated what his reaction might be, he actually took nearly an hour to elaborate on the answer he had given to the first S-I question.

A number of years ago -- at least 10 -- I developed a device that I called a Personalysis Chart. It had a number of general categories, such as "social," "vocational," "political," "religious," etc., on one axis; and on the other I had a list that included satisfaction, dissatisfaction, expectations or anticipations, pleasant or unpleasant retrospective reactions, etc. It was a rather crude gimmick but quite helpful in getting at rather difficult material or problem areas that were not a part of the presented problem material.

Dr. Zellner and I have wondered about your not having included L. L. Whyte's The Next Development in Man, published by Henry Holt. We feel this is a valuable book and that it ties in with your general position on self-actualization.

I notice your suggestion that we should have what you call a "Positive Psychology." Also that you feel a new vocabulary of psychology, including many new positive words, is needed. I agree with this, and in a paper I wrote a long time ago (1941, I believe) entitled "Proposed Improvements in Psychological Terminology" I suggested a number of possible more positive terms. My suggestion was based on something I called "affective term evaluation," meaning the tendency to respond to terms in a negative or positive way, emotionally, on the basis of one's past experiences. In this connection, wouldn't it be desirable to think of the psychology of self-actualization, as selfactualizing psychology, or release psychology, or creative psychology, etc.? In line with such changes, it might be a good idea to have a "Psychological Workshop" rather than a Psychological Clinic, as one of the means of getting away from the emphasis on the abnormal or neurotic that is implied in the term "clinical."

Through a rather complicated process, I am now in control of a non-profit corporation that I was a member of five or six years ago and which used to be concerned with group therapy and other "creative" activities. It will be no great trouble to shift the direction of the corporation toward the kinds of things that you are concerned about in your new book. I have given this some thought and would welcome any views you may have with regard to anything I could do out here. The Articles of Incorporation are so broadly formulated with regard to anything that might further the field of psychology that there would be no question whatsoever in connection with any sponsoring or promotional activity.

Thanks again for the wonderful stuff in your new book.

My affectional best to you and your family,

TONY

S:S

AJS to AHM

Postscript only

Maslow's letter 5/27/55

P. S. I forgot to mention above that I've worked with quite a number of patients who have had 18 months or more of psychoanalysis, and who have found that unlimited free association ~~isn't~~ wasn't necessarily as rewarding as they expected. For them, asSullivan points out, the inclusion of "directed" association as a part of the overall approach seemed to be quite helpful. It is in this sense that I think a minimal structuring, a sort of point of departure method, or a collection of "cues", is valuable. After all, not every personal crisis, whether major or minor, bringsout a comprehensive picture of an individual's actual state of development or lack of it. In one instance after another, I have seen a good many drop out of therapy far too soon, even though their progress had been exceptional, both from their own point of view and my own. How to help such individuals acquire a more adequate life goal - and self-actualization seems to be the most encompasing - is obviously a problem that they may not be even remotely conscious of. Many of them have never been exposed to the kinds of experience that might bring about a direct and positive interest in more than a kind of accidental effort to resolve personal crises if and when they do occur. Your "self-actualizing" individuals have been incomparably more fortunate without regard to how this good fortune came about . For the rest of us, however, The problem of becoming self-actualizing is such a great undertaking that any help that we can get from any important source, as for example, in your description of key characteristics of self-actualizing people is probably very vital. The actual intellectual contact, and the emotional as well, with the main features of the self-actualizing process, is a contribution to the cognitive needs of those striving for something better than the usual personality goals.

This they have done in a free association process without concern about sense, grammar, repetition, propriety, etc. There is always the understanding that they could immediately destroy any such material and that I, on my part, would do likewise ~~in connecting~~ with any that actually came to me.

I have known several individuals personally who were enormously proud and didn't hesitate to tell everyone that they believed completely in being honest and in saying what they thought. Their honesty was commendable, obviously. But to be honest and truthful under all circumstances, when it might mean saying cruel or vicious or damaging things so often as to keep practically everyone they meet on the defensive, was hardly a desirable way to live. Man does not live by honesty alone, one might say. Ye shall seek the truth and the truth shall make thee free and ye shall speak the truth and the truth shall make ye a monster at times if ye aren't taking into account such things as when, and where, and how, and to whom. It is again the kind of thing you write about in connection with values and value theory: unless there is a structure of values and needs, higher and lower, there is no basis for discrimination. One truth is as important as any other, or as unimportant, for that matter.

BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS

June 16, 1955.

Dr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

Thank you for your careful and helpful letter. This lecture really represents a kind of speculation in public on this subject in which I am rapidly becoming more interested. I think my style is to talk about a subject and speculate about it before I work with it rather than the other way about. I did experiments on group therapy 17-18 years ago but have done none since nor do I think I shall. Shall I say that I am interested in it from a theoretical point of view? A lecture that I am now working on is entitled very directly "The Possibilities of Self-Improvement".

I am sure your suggestions, which I am going to think about carefully, will help me. You must have gathered that I feel very pessimistic about the possibilities of therapy in the strict sense, that is for what we would call neurotic symptoms or character disorders. But I do think that this leavesplenty of the population that can help themselves in various ways. These ways I intend to catalogue and discuss.

Cordially yours,

AHE

ahm/sg

ENDORSED
FILED
In the Office of the Secretary of State
of the State of California
July 25 1956

Frank M. Jordan, Secretary of State
By Stacy H. Aspey
Deputy

324399

ARTICLES OF INCORPORATION

We, the undersigned, have this day voluntarily associated ourselves togetner for the purpose of forming a corporation under provisions of Title 1, Division 2 Part I of the Corporation Code of the State of California, and we hereby certify:

1. The name of this corporation and by which it shall be known is:

SELF-ACTUALIZATION RESEARCH FOUNDATION

2. The primary purpose for which this organization is formed is: to promote creative living through self-actualization, increased understanding and growth, making use of any and all procedures and activities, religious, philosophical, artistic, scientific and others, which may prove to be suitable to this end.

3. The general purposes for which this organization is formed are:

To undertake, engage in, support, conduct and carry on research and other enterprises for the physical, mental, moral, psychological and spiritual welfare and betterment of ourselves and of our fellowmen; to participate in meetings, lectures, discussions, consultations and group endeavors looking toward the realization of the broadest creative potentials in us as individuals and as relational beings; to establish and fill the position of DIRECTOR of this corporate organization from among our membership and to entrust said DIRECTOR with the guidance of the aforesaid activities.

To receive, take, secure, acquire, hold, control, manage and utilize donations, bequests, devises and gifts of real and personal property; to acquire, buy, purchase, sell, lease, own, hold, control, manage, deal in, convey and dispose of real and personal property of all kinds; to borrow money, to encumber by mortgage or trust deed, to control with reference to, sell, bond

or otherwise dispose of said real or personal property, and to manage the same or the proceeds thereof for the support, maintenance, furtherance and accomplishment of the purposes of this corporation; to obtain, acquire and hold copyrights, and to engage in, conduct and carry on the publishing and dissemination of books, papers, literature and all kinds of printed matter; to exercise all the purposes and to enjoy all the powers specified in Title I, Division 2, Part I of the Corporations Code of the State of California, and generally to do and perform any and all things necessary, proper or expedient in order to carry into effect the objects and purposes of this corporation.

4. This corporation does not contemplate the distribution of gains, profits, or dividends to its members.

5. The principal office for the transaction of the business of this corporation is located in the County of Santa Clara, State of California.

6. The names and addresses of the persons who are to serve as members of the Executive Board for the first year, or until the election and qualification of their successors, are as follows:

ANTHONY SUTICH	2637 Marshall Drive Palo Alto, California
DON R. WILLETT	920 Middlefield Road Palo Alto, California
EVELYN SUTICH	2637 Marshall Drive Palo Alto, California

7. The voting power, property rights and interests of each member shall be equal; the principle of seeking the consensus of all who vote shall be adhered to in all decisions where possible

IN WITNESS WHEREOF, we have hereunto set our hands this 15th day of November, 1955.

/s/ Anthony Sutich

/s/ Don R. Willett

/s/ Evelyn Sutich

254

THE UNIVERSITY OF VERMONT
BURLINGTON, VERMONT

Department of Psychology

January 9, 1957

"Creativeness, Autonomy Love, Self,
Being, Growth, and Organismic" People

This letter is addressed to you as one on the list of the above title compiled by Professor Abraham H. Maslow, Brandeis University, last March. The purpose of the list was "to encourage intercommunication among people in different fields who should know each other's work."

We are very glad to let you know that a formal medium of such intercommunication has now become available in the American Journal of Individual Psychology, of which I have recently been made the editor.

The journal, published by the American Society of Adlerian Psychology, has broadened its editorial policy to become the medium of all those who are interested in a psychology of

a creative, autonomous self	self-consistency
an open dynamic system	self-actualization
growth and becoming	social feeling and interest
striving for completion	social embeddedness
striving for perfection	humanism

It is by publishing contributions of this nature that the journal endeavours to continue the Adlerian tradition.

The journal is conceived to be somewhat informal so that suggestions and ideas will find room, as well as research papers of all sorts and theoretical papers.

We hereby extend to you a cordial invitation to submit to us for publication any of your manuscripts which you may consider suitable. While our circulation is as yet not large, we can offer relatively early publication and favorable reprint conditions.

Yours very sincerely,

H. L. Ansbacher

H. L. Ansbacher, Editor
American Journal of Individual Psychology

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

July 15, 1957

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

It will interest you to know that during the past year at least a half dozen people have suggested to me the organization of such a journal as you propose. I agree that we need one and I, too, am a little leery about pinning it to an Adlerian label. The trouble is that I am too darn busy to take on such a job which I don't think I'd enjoy, anyway. I think it would take a younger man who has more energy than I have for the job. Let me turn the gun your way. Why don't you do it? Or if you can't, do you know anybody else who can?

The APA journals are getting tighter and tighter and more and more conventional and more and more positivistic.

We are all doing nicely here. Brandeis is a fine place to be. I have instituted a graduate department and we have just graduated our first Ph.d. The criteria for education are a combination of personal training and self-actualization. I think it is the best department in the country. Did you hear that Kurt Goldstein has joined the department?

How are you?

Cordially,

ABE

ahm/sg

(2)

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

August 12, 1957
(Dic. 8/9)

Dear Tony:

I wonder if you know what you are letting yourself in for? Founding a journal and editing it is a tremendous job. It would take the greatest amount of energy for a year or two anyway.

Money raising is also a problem. This is why I have ducked out of the requests that have been made to me. Of course if you feel able and willing to do this, I and lots of other people would pour blessings upon you for a long time to come. Such a journal is very, very badly needed.

What I would suggest for a starter would be to write a form letter to all the people on my mailing list, of which I will soon send you a new version, asking for volunteers. You may turn up a few who are willing to take on the job. The next best thing is to rely on graduate students or recent Ph.D's who are young, eager, ambitious and vigorous.

I would suggest, also, that the title of such a journal be rather more broad and inclusive than "Self-Actualization". For instance, I have thought, in line with the new work that is going on, of such a title as, "Being and Becoming", or "Psychological Growth", or "Personality Development", etc. I recommend this because the concept self-actualization has so many different names. For example, Jung calls it "individualization", Horney calls it "self-realization", Fromm calls it the "productive personality", Reisman calls it "autonomy" and Rogers calls it the "fully functioning person", etc. Selecting any one of these names at this stage of development would be premature I think.

You are going to have trouble about money because the academic people just don't have any to spare. I think you could learn from Carl Murchison, if you wrote to him, about the cost of running a journal. Perhaps he might even be interested in publishing it. If you do write to him let me know what he says.

I am fascinated with your Self-Actualization Research Foundation. Do you know that the Horney analysts would be very much interested and might help. Take a look at their American Journal of Psychoanalysis: they have published several articles on self-actualization.

(2)

8/12/57

If I ever get any money to spare be sure that I would like to help. This might be in a few years, after my daughters have finished college and get married - that is, unless I have to help support my sons-in-law!

Keep me in touch with developments.

Best regards,

Abe

A.H. Maslow
Professor of Psychology

Mr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

AHM/M

257

V. Sutich

September 1957

This list was made up to encourage intercommunication among people in different fields who should know each other's work. I have suggested to each of them that they use it as a mailing list for exchange of reprints and mimeographed materials. Some are not known to me personally but have been suggested by others. If you know others who belong on this list, please let me know.

Abraham H. Maslow
Professor of Psychology
Brandeis University
Waltham 54, Massachusetts

BRANDEIS UNIVERSITY
Waltham 54, Massachusetts

September 1957

"CREATIVENESS, AUTONOMY, SELF-ACTUALIZATION, LOVE, SELF, BEING, GROWTH AND ORGANISMIC" PEOPLE

Gordon Allport, Dept. of Social Relations,
Harvard University, Cambridge, Mass.

H. H. Anderson, Dept. of Psychology
Michigan State University, E. Lansing, Mich.
Michael Andrews, College of Fine Arts, Syracuse Univ. Syracuse N.Y. (Art Education)

Heinz Ansbacher, Dept. of Psychology
University of Vermont, Burlington, Vermont

Andras Angyal, 23 Bay State Road, Boston, Mass. — Psychiatrist

John Arnold
Dept. of Mechanical Engineering
Stanford University, Stanford, California

Magda Arnold, Dept. Psychology
Loyola University, Chicago, Ill.
Robt. Assagioli, La Nussa, Capolona (Arezzo) Italy - Psychiatrist

Mary Beauchamp, School of Education
New York University, Washington Square, N.Y., 3 N.Y.

Joseph Bailey
Graduate School Business Administration
Harvard University, Soldiers Field, Boston 63, Mass. — Human Relations

William Biddle, Director
Community Dynamics
Earlham College, Richmond, Indiana — Psychologist

Dr. Ananda Bhavanani, 1644 W. Broadway, Vancouver 12, B.C. (Philosopher)

H. S. Broudy, Professor of Education, Univ. of Ill.
~~State Teachers College, Framingham, Mass.~~ Urbana, Ill. — Philosopher

Peter Bertocci, Dept. Philosophy
Boston University, Boston, Mass.

Charlotte Buhler, 1127 North Sweetzer Ave.,
Los Angeles 46, California — Psychologist

John Alden Clark, Dept. of Philosophy
Walter Clark, Colby College, Waterville, Me.
Hartford Foundation, Hartford, 5, Conn. — Psychologist

Nathaniel Cantor, Dept. Sociology
University of Buffalo, Buffalo, N.Y.

Hadley Cantril, Dept. of Psychology
Princeton University, Princeton, N.J.

Arthur Combs, Dept. of Psychology
University of Florida, Gainesville, Florida

258

Izette DeForest, Sky Farm, Marlborough, N.H. — Psychoanalyst

Paul E. Eiserer, Teachers College, Columbia University
New York — Education

Horace B. English
Dept. of Psychology, Ohio State University
Columbus, Ohio

David Eitzen, School of Religion
~~University of So. California, Los Angeles 7, Calif.~~ Southern California School of Theology, Clinical Claremont, California Psychologist

Joseph Fletcher, Professor of Christian Ethics
Episcopal Theological School, 99 Brattle St., Cambridge, Mass.

Nelson Foote, ~~Family Study Center~~
5757 Drexel Ave., Chicago 37, Ill. — Sociologist

Lawrence Frank, 25 Clark St., Belmont 87, Mass.

Erich Fromm, Gonzalez Cosio No. 15, 12 Mexico, D.F. (23-04-19) — Psychoanalyst
N.Y. Address

J. A. Gasson, S. J. Jesuit House of Studies
Spring Hill, Alabama

Kurt Goldstein, ~~Dept. of Psychology~~ 1148 Fifth Ave, (Sq) CH, New York 28, N.Y.
~~Brandeis University, Waltham, Mass.~~ — Psychiatrist

Paul Goodman, 142 West 23rd Street, New York City — Writer

Gerard Haigh, Menninger Clinic,
Topeka, Kansas — Psychologist

Eugenia Hanfmann, Dept. of Psychology, Brandeis University
Waltham, Mass.

D. W. Harding, Dept. Psychology
Bedford College, University of London, London England

Robert Hartmann,
Copilco 195, Mexico 20 D.F.

S.I. Hayakawa, San Francisco State College,
San Francisco, California — General-semantics

Ralph Hefferline, Dept. Psychology
Columbia University, New York

Nicholas Hobbs
George Peabody College, Nashville, Tenn. — Psychologist

Harry Holtzman, Dept. Design
Brooklyn College, Brooklyn 10, N.Y.

Sidney Jourard, Univ. ~~Alabama Medical Center, Dept. Psychiatry~~
~~Birmingham, Alabama~~
Dept. of Psychology
Univ. of Florida
Gainesville, Fla.

L. O. Kattsoff, ~~Dept. of Philosophy~~ Div. of Science & Mathematics, State Univ. of New York, Harpur College, Endicott, N.Y.
~~University of North Carolina, Chapel Hill, N.C.~~

James B. Klee, Brandeis University, Waltham, Mass.

Gyorgy Kepes
M.I.T., School of Architecture
Cambridge 39, Mass. — Artist

Earl Kelley, Dept. of Education
Wayne University, Detroit, Mich.

J. D. Ketchum, Dept. Psychology, Univ. of Toronto, Toronto, Canada

Mrs. M. Kendig, Institute of General Semantics, Lakeville, Conn.

Fritz Kunz, Foundation for Integrated Education
246 East 46 St., New York City

Dorothy Lee, Merrill-Palmer School
71 Ferry Avenue East, Detroit 2, Mich. — Anthropologist

G. W. H. Leytham
Dept. of Psychology
University of Liverpool, Abercrombie Sq. Liverpool, England

Helen Lynd, Sarah Lawrence College
Bronxville, N. Y. — Social Philosopher

A. H. Maslow, Brandeis University, Waltham 54, Mass. — Psychologist

Rollo May, 310 Riverside Drive, New York 25 — Psychotherapist

J. W. Menge, College of Education
Wayne University, Detroit, Mich.

Norbett Mintz, Dept. Psychology, Brandeis University, Waltham, Mass.

Ashley Montagu, Cherry Hill Road
Princeton, N.J. — Anthropologist

Ross Mooney, Dept. of Education
Ohio State University, Columbus, Ohio

Gardner Murphy
Menninger Foundation, Topeka, Kansas

Lois Murphy
Menninger Foundation, Topeka, Kansas

Charles Morris, Dept. of Philosophy
University of Chicago, Chicago, Ill.

Clark Moustakas, Merrill-Palmer School
71 Ferry Avenue East, Detroit 2, Mich. — Psychologist

Lewis Mumford, Amenia, N.Y.

Henry Murray, Dept. Social Relations,
Harvard University, Cambridge, Mass.

Joseph Nuttin, Dept. Psychology
University of Louvain, Louvain, Belgium

Oscar Oppenheimer, 909 North Drive, Mt. Pleasant, Mich. Psychologist

Harry Overstreet
1308 Fiddler's Green, Fall Church, Va. Philosopher

Frederick S. Perls, New York Institute for Gestalt Therapy
7 West 96 Street, New York 25, N.Y.

Jean MacKenzie Pool
Center for International Studies
M.I.T. 50 Memorial Drive, Cambridge, 39, Mass.

Fritz Roethlisberger, Harvard Business School
Harvard University, Cambridge, Mass.

Milton Rokeach
Dept. of Psychology, Michigan State University,
E. Lansing, Mich.

Carl Rogers
Dept. of Psychiatry, University of Wisconsin Medical School
Madison, Wisconsin

~~Marie Rasey, Dept. of Education~~
~~Wayne University, Detroit, Mich.~~
College of Education, Wayne State Univ, Detroit 2, Mich.

Ted Rice, ~~New York University, Washington Square, N.Y.~~

David Riesman, Dept. Sociology
University of Chicago, Chicago, Ill.

Priscilla Robertson, Box 218 Route 3, Anchorage, Ky. Editor, The Humanist

Anne Roe, 444 Central Park West, New York 25, N.Y. Psychologist

Frances Wilson Schwartz, School of Fine Arts, Syracuse Univ, Syracuse, N.Y.

William Snyder, Dept. Psychology, Pennsylvania State University
State College, Pa.

Morris I. Stein, Dept. Psychology, University of Chicago
Chicago, Ill.

Ernest Schachtel, 299 Riverside Drive
New York 25, N.Y. Psychologist

Franklin J. Shaw, Purdue Univ, Dept of Psych, Lafayette, Indiana

Caroline Shrodes, Dept. Language Arts
San Francisco State College, San Francisco

Dr. David Salsburg
1063 Leigh Rd.
Palo Alto, Calif.
(Chemist)

Mrs. Mary Stevens
712-C Sheridan
Torrance, Calif.
(Writer)

John M. Shlien, Counseling Center, Un. of Chicago
5737 Drexel Ave., Chicago

David Smillie, Merrill Palmer School
71 Ferry Avenue E, Detroit, 2 Mich.

Edmund Sinnott, Osborne Botanical Lab. Yale University
New Haven, Conn.

Donald Snygg, R.F.D. 6, Oswego, N.Y. Psychologist

Pitirim Sorokin,
8 Cliff St., Winchester, Mass.

Aaron Stern, Dept. of Psychiatry,
Yale University, New Haven, Conn.

Catherine Stern, 12 West 96 St., New York Nursery School

Curwen Stoddart, Dept. of Economics
Brooklyn College, Brooklyn 10, N.Y.

Anthony Sutich, 2637 Marshall Drive, Palo Alto, Calif. Psychotherapist

Ordway Tead, Harper & Bros., 49 E. 33 St. New York, N.Y. Publisher

Paul Tillich, Dept. Theology
Harvard University, Cambridge, Mass.

Ludwig von Bertalanffy, Mt. Sinai Hospital
8720 Beverly Rd., Los Angeles 48, Calif. Biologist

Charles Virtue, Dept. Philosophy
University of Maine, Orono, Maine

Adrian Van Kaam
Faculty House, Duquesne University
Pittsburgh 19, Pa. Psychologist

John Vayhinger
527 West Colfax Ave. S. Bend, Indiana

Henry Winthrop
Dept. of Psychology, Hollins College,
Hollins College, Virginia

Walter Weisskopf, Dept. Economics, Roosevelt College
430 S. Michigan Ave., Chicago Ill.

Robert White, Dept. Social Relations
Harvard University, Cambridge, Mass.

Frances Wilson, Dept. Child Development
Cornell University, Ithaca, N.Y. Art Ed.

Bernard Zuger, 40 W. 55 St. N.Y. 19 Psychiatrist

250

John M. Shlien, Counseling Center, Un. of Chicago
5737 Drexel Ave., Chicago

David Smillie, Merrill Palmer School
71 Ferry Avenue E, Detroit, 2 Mich.

Edmund Sinnott, Osborne Botanical Lab. Yale University
New Haven, Conn.

Donald Snygg, R.F.D. 6, Oswego, N.Y. — Psychologist

Pitirim Sorokin,
8 Cliff St., Winchester, Mass.

Aaron Stern, Dept. of Psychiatry,
Yale University, New Haven, Conn.

Catherine Stern, 12 West 96 St., New York — Nursery School

Curwen Stoddart, Dept. of Economics
Brooklyn College, Brooklyn 10, N.Y.

Anthony Sutich, 2637 Marshall Drive, Palo Alto, Calif. — Psychotherapist

Ordway Tead, Harper & Bros., 49 E. 33 St. New York, N.Y. — Publisher

Paul Tillich, Dept. Theology
Harvard University, Cambridge, Mass.

Ludwig von Bertalanffy, Mt. Sinai Hospital
8720 Beverly Rd., Los Angeles 48, Calif. — Biologist

Charles Virtue, Dept. Philosophy
University of Maine, Orono, Maine

Adrian Van Kaam
Faculty House, Duquesne University
Pittsburgh 19, Pa. — Psychologist

John Vayhinger
527 West Colfax Ave. S. Bend, Indiana

Henry Winthrop
Dept. of Psychology, Hollins College,
Hollins College, Virginia

Walter Weisskopf, Dept. Economics, Roosevelt College
430 S. Michigan Ave., Chicago Ill.

Robert White, Dept. Social Relations
Harvard University, Cambridge, Mass.

~~Frances Wilson, Dept. Child Development~~
~~Cornell University, Ithaca, N.Y.~~ — Art Ed.

Bernard Zuger, 40 W. 55 St. N.Y. 19 — Psychiatrist

Addn.
~~Dr. Norman Zeltner~~ 25657 Pacific Coast Highway
3 Hegate Rd.
Berkeley, Calif. (Economist) Malibu, Cal.

Sutich

Appendix to A. H. Maslow's Mailing List

have been added to red box (index card)

ADAMS, Joe
1020 San Mateo Drive
Menlo Park
California
(Research Psychologist)

BAHM, Archie J.
Dept. of Philosophy
University of New Mexico
Albuquerque, New Mexico

BERENDA, Carlton
Dept. of Philosophy
University of Oklahoma
Norman, Oklahoma

DUNN, Michael B.
1600 Oramas Road
Santa Barbara
California

FINGERETTE, Herbert

FISCHER, Robert
Marietta College
Marietta
Ohio

HARDIN, Garrett
Dept. of Biology
University of California
Santa Barbara, California
(Biologist)

WILKINSON, Jack
Dept. of Philosophy
University of California
Santa Barbara, California

HILTON, Frank
Psychosynthesis Research Foundation, Inc.
"Valmy", P. O. Box 3895
Greenville, Delaware

JOSEY, Charles C., Head
Dept. of Psychology
Butler University
Indianapolis 7, Indiana

KILBY, Richard W.
c/o U.S. Educational Foundation in India
17 Curzon Road
New Delhi, India

LEARY, Timothy
Dept. of Social Relations
5 Divinity Avenue
Cambridge 38, Mass.

NATH, Prem
Reader in Philosophy
Punjab University
Chandigarh, India

O'CONNELL, Vincent F.
Dept. of Mental Hygiene & Correction
Columbus Psychiatric Clinic
Columbus State Hospital
Columbus 15, Ohio

SATO, Koji
Dept. of Psychology
Kyoto University
Kyoto, Japan

SHRADER, J. H.
Religious Inquiry
Waterville, Vermont

WEIDE, Tom
1786 Villarita Drive
Campbell, California
(Clinical Psychologist)

WEINER, Leonard
113 Faraday Street
Hyde Park, Mass.

Enthusiastic and Devoted Helpers - Honorary and Working Editors

Frances Wilson

van Kaam
~~Koestuhes~~

Mintz

Jourand

Winthrop
Dept. Psychology
Hollins College, Va. (once urged Maslow to start journal and offered his help and work)

Llewellyn Gross
Prof. & Chairman
Univ. Buffalo
Buffalo 14, N.Y.

Dr. Felix Bloch
Physics Dept.
Stanford

~~Bugental~~

~~Farfaad~~

~~Bhavnani~~

~~Lowengart~~

~~Berke~~

Allan Watts

Ralph Ko. v - University of Minnesota

Ernest van den Haag.
New York University
Washington Square New York 3, N.Y.

7-4-57

Dear Tony:

Good! You mean business.

1. Name I like best is ortho-psychology. Next best Psychological Growth. Next best Personality Development.

2. You please write resume of developments for form letter. I am so completely swamped that for next 6 months can do nothing more. In the future I'll save time for it. Anyway doesn't have to be very long. Just enough to let 100 or 200 people know what's going on e.g., people on my mailing list. Ask for help, money and suggestions. You'll be editor but how about Board of Editors? Perhaps these are ones to write to first. Again see my list for candidates.

3. After ball is rolling, Board chosen the following publishers may be interested in publishing it, maybe subsidizing it. Also once it looks really serious and solid, I will speak to our Pres. about Brandeis supporting it.

BASIC BOOKS
ROBERT BRUNNER — All in N. Y. C.
GRUNE & STRATTON
INTERNATIONAL UNIVERSITIES PRESS

4. Many of the people on my list have access to research funds, foundations, etc. eg Allport, Rogers, etc. Might write special letters to such people.

5. Find someone with experience in publishing, costs, mechanics, etc. to advise you. e.g. SI Hayakawa of S. F. State.

6. Practical man who knows his way around in business if John Arnold Dept. Mechanical Engineering and Dept. Business, Stanford U. Very nice. Has access to money.

I enclose list with other comments and suggestions. Enthusiastic and devoted helpers would be Frances Wilson, van Kaam, Moustakes, Mintz, Jourand - may be Honanary Editors and working editors.

Bd - suggestions for Board I suppose it should be a combination of big shots, well known, who will give it weight, and younger people who will actually give it drive and work. Hereafter I'll save for you the names of people who write to me all excited and offering to help or if you send me mimeographed copies of the Call to Arms, I'll send them to such people. I'm thinking of the ones with fervor. I get 2-3 letters a week of this wort - usually strangers.

From what I hear, a non-profit corp. is desirable.

Have a good time. We are going to Wellfleet for week and a half after APA.

If things go well you will have started something very important not only for the submerged fifth of psychologists but for the whole world.

Winthrop, Dept. Psychology, Hollins College, Va. I now recall urged me to start just such a journal and offered his help and work. You might write to him.

More when I think of it.

9/9/57

Dear Tony:

Your journal keeps moving through my head and I get more and more impressed and enthusiastic with the project, with its importance even its necessity. For years now I've been sent mss that were unpublishable in any standard journal (psychological). All I could suggest was - as I do - to mimeograph them and circulate them privately. For instance, recently I've seen at least a dozen papers in the Europeann tradition which is completely closed off from Americans - the existentialist-phenomenalogical stuff, which is very definitely ortho-psychological. I'm now in the middle of Victor Frankl's "Doctor and the Soul" and he refers to all sorts of people I've never heard of whose thinking on self-actualization, responsibility, creativeness, love, etc. would be fascinating for people like you and me.

Did I tell you that my Cognition of being in Peak experiences" paper was turned down by Psych. Review, by Psychiatry and has now been kept by Amer. Psychologist for over 6 months "too philosophical." It was asked for by Etc. and Anspacher would want it but I'd much prefer to have it in the psychological literature. The paper you published on counsellor ethics for instance would I think now be rejected.

I'd like therefore to urge you much more strongly than I did to bring it to birth. I'm willing to help more than I expected I would be. And I'd like to pledge $50 and later as much more as I can raise. I'm going to scout around as actively as I have time for help and money.

Abe

September 18, 1957

Dear Abe:

1. I like Journal of Ortho Psychology for a title even though it sounds something like the Journal of Ortho-Psychiatry. I doubt that a better title can be found. Therefore, why not settle on it instead of opening this matter to suggestions and discussion? Perhaps this may sound undemocratic, but my experience in various organizations indicates that quite a number of things can best be done through a few individuals first and then extended to a larger number. Otherwise, a long period of confusion and delay. After all, the journal begins as your baby and belongs to the world later on.

2. What about a statement of purpose such as we have on the inside of the front cover of the Journal of Social Issues? For your convenience, it reads:
"The Society for the Psychological Study of Social Issues is a group of nearly a thousand social psychologists and allied social scientists who share a concern with research on the psychological aspects of important social issues. SPSSI is governed by Kurt Lewin's dictum that "there is nothing so practical as a good theory." In various ways, the Society seeks to bring theory and practice into focus on human problems of the group, the community, and the nation as well as the increasingly important ones that have no national boundaries. This Journal has as its goal the communication of scientific findings and interpretations in a non-technical manner but without the sacrifice of professional standards." Such a statement might be proposed for discussion. I think this would be much more a relevant for open reactions than the title of the journal. Would you mind formulating one.

3. About a resume. Actually, your letter of September 9 has the makings of a good one. Let me quote from it:
"For years now I've been sent manuscripts that were unpublishable in any standard psychological journal. All I could suggest - as I do - to mimeograph them and circulate them privately. For instance recently I've seen at least a dozen papers in the European tradition which is completely closed off from Americans - the existentialist-phenominalogical stuff, which is very definitely ortho-psychological. I'm now in the middle of Victor Frankl's "Doctor and the Soul" and he refers to all sorts of people I've never heard of whose thinking on self-actualization, responsibility, creativeness, love, etc would be fascinating for people like you and me. Did I tell you that my"Cognition of Being in Peak Experiences" was turned down by Psych. Review, by Psychiatry and has now been kept by Amer. Psychologist for over 6 months "too philosophical."
A few modifications of the above plus a bit of historical background should do it. It would then be a fine point of departure for a "Call to Arms."

4. I know you are very busy, but as the prime mover you have to make the declarations, so to speak. This is no time for modesty. I am sure you will attract a lot of rambunctious people who

will be only too glad to work hard once the problems and the purposes of the journal are outlined.

If it'sokay with you, I'll cover as many items as I conveniently can in each communication with you. I have lots of help available as soon as I need it. I get more and more excited as I go along. More tomorrow.

Tony September 18

5. P. S. I am going to get in touch with Hayakawa, of ETC. I know the Assistant Editor (Richard Dettering). He rented a room with us several months a couple of years ago when he was working on his dissertation at Stanford.

6. As I see the situation now the most important thing is to get a couple of formal items taken care of and these preferably should come from you. I have looked up several definitionsof "ortho" and they all add up to your first choice being a very good one. I don't think anyone will quarrel with it.

7. No one is in a better position to write a resume than you. You have been right in the middle of things from the outset and have certainly been the focal point as far as everyone is concerned.

8. I like your idea of a board of editors - I believe that more than one of the official journals has a board of associate editors. However, I can hardly approach your very impressive list of suggested board of editors without the more formal statement or statements from you I refer to above.

9. I notice that Etc has a list of editorial correspondents. Wouldn't this be a means of organizing and giving recognition to those individuals scattered around the country who would make fine local representatives and who would enthusiastically work for the journal?

More tomorrow.
Use the margins or backs of the enclosed sheets for your reply if convenient.
I am enclosing a self-adressed stamped airmail for purpose.

September 19, 1957

Dear Abe,

1. I have just had a half hour visit with John Arnold. I gave him a brief account of developments up to date. He is very much interested and wants to help. He is concerned about "value" or "values" appearing in any statement of purpose. We talked about the title of the journal, and Ortho-Psychology is fine with him. He, too, thinks of you as the logical person to formulate a statement of purpose (at least for discussion) and a resume. Arnold thinks a non-profit corporation is a good idea, at least later on. He agrees that the most important thing is to shape up the journal first and then go after funds, an editor, etc.

2. I think your contribution of $50 of your own money is splendid. However, it will be best for you to hold onto it for a while until the expected need arises. In the meantime, there is enough to go on here for quite a while.

3. Arnold looks like a good egg. I enjoyed the visit with him. He likes you enormously. And why shouldn't he? In the course of our conversation he brought me up to date on a number of people, including Ralph Tyler. Also, he mentioned several people whom I shall contact shortly. I am going to keep Arnold in touch with developments and he is ready to help as soon as we get down to specifics.

September 20, 1957

4. In this morning's mail I received a letter from a Henry D. Paroutaud, who has been in touch with you about his translations of some French work. He said you had suggested he get in touch with me. I shall write him and arrange for a meeting several weeks from now in view of his being pretty well tied up for the next month or so. In the meantime, he is going to send me some translated passages from Dr. Diel's work.

5. I am waiting eagerly for the statement of purpose and resume material. With them in hand I can really push the business of contacting the many interested people on and off the list. Several local friends have also offered to help.

6. While I was in the Los Angeles area during vacation, one of my wealthy friends who contributes a lot in all kinds of directions, including Brandeis, was much interested in what we are doing. I was amused when she said that she wasn't going to contribute any more to Brandeis since some young chap who appealed for funds told her that "Brandeis is going to have a swell football team one of these days."

More later,

Tony

September 24, 1957

Dear Abe:

1. I wrote Dr. Carl Murchison, as you suggested, and I have his reply. You will find it enclosed. Since I wrote him before I left on vacation and had not as yet heard from you about your preferences with respect to a title for the journal, I made no reference to Ortho-Psychology. This will explain its absence in his reply. I am sending him a thank you note and will bring him up to date on the proposed title.

2. One last question about a title. In view of your recent article having been turned down on the grounds that it was "too philosophical", would it be more in line with psychological tradition and development to have a Journal of Philosophical Psychology? Is there any liklihood of an eventual Division of Philosophical Psychology or, alternatively, Division of Valuation, or Value, or Values Psychology? Offhand, Philosophical doesn't seem to be nearly as broad as some of the connotations of Ortho. Nevertheless, I thought I would check with you.

3. In talking with several people over the weekend the crucial importance of a statement of purpose came up each time. I have three clinical trainees in therapy with me. They are aware of the need for a journal in the European tradition. But they want something explicit in the way of a declaration of purpose, scope or areas of operation. Much to my surprise, through the accident of his accompanying visiting in-laws from Canada, I have just met a chap whose name is Ananda Bhavanani. He is the head of an institution called the Yoga Life Foundation of Vancouver, B. C. His primary interest is psychology and comparative religion. He has participated in a lot of experimental work with mescaline and knows Erich Fromm. Also, he is very much interested in the work of Dr. Phaf (?) of Lewis and Clark University. He knows about your work and is very approving. Since I had only a short time to talk with him last Friday I am to see him again late this afternoon. God and the visiting in-laws willing, I shall see what can be done about the expressed desire to do all he can for us in Vancouver and later, India, where he has taken a teaching position.

I realize that I am pressuring you on the statement of purpose and the resume, but believe me, I would be glad to attempt them if I weren't completely sure that they must come from you.

More tomorrow,

Tony

Sept. 24, 1957

Notes on Conversation with Ananda Bhavanini

Publishing House for Rama Shakara? literature. Masonic Publishing House, Chicago. Illinois

Discussed differences between Buddhism and Yoga

Ananda's personal orientation is Hatha Yoga, the one way of devotion

Explained meaning of reincarnation. Brought out first several stages which are in line with it and then several succeeding stages which are basic or higher but do not and cannot involve reincarnation. There is nothing new under the sun.

Prana - breathing exercises.

The Yoga Life Foundation is an extension of a center in India.

Ananda sees 8 or 10 people a day as a connselor or psychologist

He has a Geru - a Swami and/or Sri, whose name I can't duplicate at the moment but who is roughly translated as The Sleepless One.

Ananda described two levels of communication with his Teacher in India.

The relationship of teacher to disciple is that of one independent person to another. Differences are encouraged rather than discouraged as long as they are matters of individuality. Even arguments are welcome. Ananda's first admiration was his father but shifted to the Geru about the age of 13 or 14. He is not at the same level of development as his teacher but expects to go much beyond him eventually.

We discussed place of Avitar in history, also saints. Many illustrations from history, including recent and contemporary. For example, Einstein, Schweitzer, Ghandi, Ramakrishna, etc. Referred to, but did not name, five current masters.

Technique - based on general yoga theory - the nature of man and universe. It is selective; only those who appear to be ready for "positive approach". One important item is deliberately to furnish goal or ideal to his clients. This always tied in with the deliberately indoctrinated idea that the most important business of any person, without regard to his native endowment, is the management of himself. Nothing else is equal in importance. The incentive is very clearly tied in with an aggressive approach to goal.

Compared relationship of love to hate with temperature scale which begins at absolute zero and (scientifically stated) is a gradual increase of heat up to our ordinary 32° above zero as the freezing point and through the boiling point, plus, plus, plus. Tied this in with the polarity idea of love and hate on a continuum.

Kohl - pineal - the individual expression of universal life through the solar plexis then radiating to lower spinal area, then upward through the spinal canal to the medula oblongata and then forward to the pineal gland. Illustrated his point through case record in which he made a mistake in evaluation.

Ananda - 2-

Non violence or passive resistance, as first basic point. Illustrated this in connection with coffee just before leaving.

Discussed Rhine's work Duke University and pointed to reasons for its limited results.

Compared attitude of 10,000 psychologists in relation to Rhine with 10,000 individuals who knew nothing about farming.

Discussed crisis in western world on subject of hypnosis. Brought out the possibility of techniques that can get at material not available through hypnosis.

Elaborated on training and work needed for development in various kinds of esp and para psychology...Clair audience, clairvoyance, P. K., levitation, etc.

Reported on concern of Dr. Blank of Lewis and Clark University (Portland, Oregon) in connection with limitations of hypnosis.

Described procedures at his center with regard to people interested in different phases of work.

Discussed the library setup with the inclusion of all kindsof literature, for example, non and anti mystical material.

Mescaline experiments - tapes available.

He has translated several works ofRama Shakara into what he calls simpler or philosophical english.

Illustrated mis-information in Western world through his definition of Swami. Swa meaning water, and mi one who walks. Therefore, Swami is equivalent to Jesus, who also walked, according to bible, and the Jewish term Rodna expression used by Jesus' disciples when he walked on the water, is equivalent of Swami.

The foundation is very democratic in its operation. Actually directs people to all kinds of organizations and other religious groups wherever such seems to be the readiness of the individual concerned.

He is a graduate of the University of London, where he studiedon a sort ofGI basis after the invasion of France.

Worked with ISS (International Students Service) until the Nazi's got too much influence in it. Then with successor World Univ. Students group aslecturer, coordinator of foreign students affairs in univ., etc. Bislecturing mushroomed into more and more meetings in more and more homes until finally he went out and used a building and then got the funds to buy the building.

Foundation includes art center where leading Canadian artists teach.

One of the most natural, relaxed and spontaneous people I have ever run across. Looked like a good guy you might meet at a ball game.

Marriage is okay - optional - must be relationship that allows for expansion of usefulness and service in relation to world , otherwise, no good.

Ananda - 3-

Described technique of breaking up competitive attitudes, - elimination of comparisons of as many kinds as possible - learning to appreciate a thing in itself rather than measuring it with others.

Right action without regard to rewards or consequences. Key to participation.

His approach emphasizes participation in this world rather than in any "hereafter."

Feels Hinaynaa tradition is perhaps egotistical insofar as it is smugly passive.

Believes in working wherever and whenever anything he encounters calls for it.

Compared his counseling work with that of the five psychiatrists in Vancouver, some of whom refer some selected persons to him.

Is developing a series of lessons which may be basis for correspondence course.

October 3, 1957

Dr. Abraham Maslow
Psychology Department
Brandeis University
Waltham 54, Massachusetts

Dear Abe:

Got your card yesterday. The statement of purpose business reminds me of the old-time comic figures, Alphonse and Gaston. Maybe you remember them. In any case, each would very elaborately and simply defer to the other, saying, "After you, my dear Alphonse", or "After you, my dear Gaston," each bowing and scraping to the other in turn while the business in hand fell apart or went elsewhere.

However, just to be nice, I'll take a crack at it. (See attached samples).

I must make one thing clear. I refuse to accept sole responsibility for my own or any other formulation of purpose that may be proposed and accepted. BUt, I'm quite willing to take on joint responsibility, explicitly, if necessary.

It's your turn next, my dear Alphonse.

Tony

AS:ds
Encl.

Sample Statements of Purpose

The Journal of Ortho-Psychology is devoted primarily to the publication of psychologically-oriented papers, articles and studies in the general field of human values and relationships, with particular emphasis on autonomy, self, being, love, creativity, growth, organism, self-actualization and maximal or optimal basic need-gratification and related concepts.

The Journal of Ortho-Psychology is concerned with the publication of theoretical and applied research, original contributions, papers, articles and studies in values, autonomy, ~~self-being~~ Being, Self, love, creativity, growth, organism, self-actualization, basic need-gratification and related concepts.

The Journal of Ortho-Psychology is devoted to the publication of scientific articles, papers and studies concerned with the development of the general field of Positive-or Ortho-Psychology and with particular bearing on values, autonomy, self, being, love, creativity, personal growth, organism, self-actualization, basic need-gratification and related concepts.

October 11, 1957

Dear Abe:

Many thanksfor making a choice amongst the three sample statements of purpose that I sent you.

Also, many thanks for letting me add your name to it. I would gladly accept sole responsibility for a statement of purpose that you approve but I doubt very much that it would carry any weight without the prestige of your name attached to it. Now, the question is, what about a Resumé? My present thought is that you could write one covering 1) the development of interest in the concepts included in our statement of purpose, 2) the rapidly increasing need for a journal, 3) the problem of finding a suitable publication outlet, 4) the need for and advantages of a journal in the European tradition, and 5) perhaps something with regard to probable future course of this development and its bearing on American psychology and the APA.

It might be advisable to avoid being too harsh in the criticism of official psychology in view of possible future relations with it. On the other hand, a fact is a fact, and so is a spade, and if you feel that it would be best to give 'em hell, go to it.

I wish I could help out on the drafting of a Resumé, but I just can't see where I would fit in. I don't have the information, the connections, the experience and the general vantage point that you possess. However, I'll be glad to comment on anything you may cook up.

I do hope that, in spite of your dizzy-busy life, you can find the time to draft and send me the Resume. With the statement of purpose already in hand and the forthcoming Resumé from you, I can shoot ahead with the contacting of the many people you suggested.

I am enclosing a copy of the statement of purpose you selected, for your convenience.

More next Monday.

Tony

October 14, 1957

Dear Ananda:

Our wonderful meetings here continue to be very fresh in our minds and hearts. We enjoyed the easy flow of talk and laughter. Apparently, the Telfords had the same reactions.

We hope your trip back was most pleasant and that you found things in good shape on your return to work.

However, two weeks have elapsed since you left and my friend, Don, and I, are beginning to be restless. We are eagerly waiting for the material you mentioned, especially your translations, the tapes, etc. In the meantime, other friends have shown great interest in some or all of the phases of your activities. I am planning to have a gathering here of all the interested parties as soon as I hear more from you and have access to the material. We have already sent away for several of the works of Ramachakara, (DeVorss Co. the supply house).

I forgot to mention that we would be most happy to finance the mailing and any other costs connected with the sending of the various items you mentioned and any others you may care to include. If there is a charge for study materials connected with your courses and any tuition fees, please let us know and we shall reimburse you. As a starter we are enclosing a money order for $5.00.

As you might guess, from the tone of this letter, we are being typically American, that is, in one helluva hurry.

Give best to the Telfords, and Evelyn joins me in sending this to them and to you.

Affectionately,

Tony

Bayview 9522

Yoga Jivana
Yoga Life Foundation

1644 West Broadway
Vancouver 9, B.C.

Oct. 18, 1957.

Dear Tony:

Received your most welcome letter in yesterday's mail and immediately dispatched to you 2 pkgs. containing books and recording tapes.

The work on Hindu Psychology will be of great interest to you as I find myself most completely in agreement with the good Swami, with the exception of some remarks on re-birth. The little work on mysticism should be of value as it deals with the positive side of Oriental life, and the Science of Breath is the book I spoke of when you asked me if there were exercises that you could do to improve your general health. I feel most sincerely that the exercises such as the Cleansing Breath, Grand Yoga Breath (or the complete breath) and rhythmic breathing are extremely important for your condition. To this end, the little volume I am preparing for breath instruction here at the Centre, will be available shortly, and I will send one to you as soon as possible.

I have also sent for tapes of lectures given at the Centre either by myself or Dr. Boucher. We maintain a lending library for tapes and some of the ones I would have sent are on loan to other Centres at this time, but I will recall them and dispatch to you when you have finished with the tapes now on the way to you.

The lecture on Yoga should give you a small understanding of what sincere disciples try to expound to people first contacting this way of life. The work on the Chakras is a profound type of study and must be entered into with great caution, and few there be who will speak or teach Laya Yoga which deals with this subject. The tape on "Mental Opiates" was the result of a question asked by Lillian Johnson (sister of Mabel Telford) who is also working in a similar field here in Vancouver, counseling handicapped people and young people coming out of high school preparing for a business career. I covered some of the points I feel are important for this part of the work, but I left out perhaps the most important of all the opiates—sex for another lecture. This is one of the tapes I am recalling for you and will send it off as soon as possible. This tape also deals with the Oriental view on the psychology of Freud, Jung, Adler and others. The tape on mental health by Dr. Joe is outstanding as an example of his work. You may discover that the sound is very weak for the first 2 to 3 minutes of this tape as the machine had not been fully warmed up. So persevere through to that point, catching what you can until the volume increases to normal.

I am enclosing a list of a few of the titles available from our Centre and I might add this is just a few of them, and if there is anything here that would be important in any way and you are unable to find it in your local libraries, we would be very pleased to send them down on loan (you will note political vein) , and no one can say that we have tried to keep our library to a select few books, as I feel one can find subjects dealing with other phases of life contained therein.

Bayview 9522

Yoga Jivana
Yoga Life Foundation

274

1644 West Broadway
Vancouver 9, B.C.

WE ARRIVED BACK HOME SAFE AND SOUND AFTER AN ENJOYABLE VISIT WITH ALL YOU WONDERFUL PEOPLE, AND I MYSELF HAVE BEEN ENMESHED IN GETTING OUR FALL SEASON UNDER WAY. THE ENROLLMENT HAS BEEN WONDERFUL IN ALL CLASSES, AND THE PUBLIC LECTURES HAVE BEEN STANDING ROOM ONLY. WE NOW HAVE CLASSES EVERY DAY AND NIGHT OF THE WEEK, IN VARIOUS ASPECTS OF YOGA, INCLUDING HATHA YOGA, SCIENCE OF PHYSICAL HEALTH, GNANA YOGA, THE DEVELOPMENT OF THE INTELLECT, PRANAYAMA YOGA, THE SCIENCE OF BREATH, KARMA YOGA, THE YOGA OF WORK, RAJA YOGA, THE CONTROL OF THE LOWER EMOTIONS, MUDRA YOGA, THE YOGA OF SYMBOLOBY, MANTRA YOGA, THE YOGA OF VIBRATION, LAYA YOGA, THE YOGA OF APPLICATION, AND BHAKTA YOGA, THE YOGA OF DEVOTION AND SERVICE.

I HAVE SPOKEN WITH DR. JOE OF YOUR NEW PROJECT AND HE IS GOING TO COMPILE A LIST OF NAMES OF INDIVIDUALS HE FEELS WOULD BE VERY INTERESTED IN YOUR JOURNAL, OR IN SUPPLYING WRITTEN WORKS FOR THE PERUSAL OF YOUR EDITORIAL BOARD. IF YOU FEEL, FROM ANY OF THE THINGS I HAVE TO SAY ON MY OWN TAPES THAT I COULD BE OF ANY SERVICE TO YOU, IN THE SAME CAPACITY, I WOULD BE MOST PLEASED TO SUPPLY MANUSCRIPTS FOR YOUR PERUSAL. YOU MENTIONED IN YOUR LETTER THAT YOU WERE GOING TO GET SOME FRIENDS TOGETHER TO HEAR THE TAPES, ETC., AND I WAS THINKING IT WOULD BE A VERY GOOD IDEA IF YOU WERE TO GIVE KATHY CLARK A CALL IN SAN FRANCISCO. IF YOU DO NOT HAVE HER PHONE IT SHOULD BE LISTED UNDER MRS. FRANCES TELFORD IN THE SAN FRANDISCO DIRECTORY. YOU WOULD FIND KATHY A VERY ENTHUSIASTIC TYPE OF PERSON, WELL ADAPTED TO THE MENTALITY REQUIRED FOR THIS TYPE OF WORK. SHE HAS INHERITED FROM HER FATHER, LYLE, A GOOD SENSE OF EARTHLY VALUES, AND HAS STUDIED A GOOD DEAL ON HER OWN IN THE PHILOSOPHICAL FIELD TO TRY TO UNDERSTAND HER OWN PROBLEMS. I ALSO FEEL YOU COULD BE QUITE AN INFLUENCE FOR GOOD IN HER LIFE AND I KNOW SHE WOULD ENJOY MEETING YOU.

GIVE MY REGARDS TO DON AND TELL HIM I WILL HAVE A BED FOR HIM WHENEVER HE WANTS TO COME UP. IF HE CAN MANAGE IT HE WOULD BE MOST WELCOME TO STAY HERE AT THE CENTRE, AND WHILE HERE PARTAKE OF ALL THE CLASSES AND AND ADDITIONAL PRIVATE INSTRUCTION, ETC., THAT WE COULD GIVE HIM. ALSO, IT MAY BE WORTHWHILE IF YOU ESTABLISH A SIMILAR FOUNDATION TO HAVE DON SEE HOW WE HAVE GONE THROUGH A PERIOD OF LITTLE GROWING PAINS, AND WE MAY BE ABLE TO HELP YOU AVOID SIMILAR NEAR DISASTROUS EXPERIENCES.

WE ARE ALL KEEPING OUR CALENDAR OPEN UP HERE FOR NEXT SUMMER, ANTICIPATING YOURSELF AND EVELYN TO BE GUESTS IN OUR BEAUTIFUL CITY, AND IT MAY BE POSSIBLE AT THAT TIME TO REPAY YOUR VERY KIND HOSPITALITY AND YOUR ENTHUSIASTIC RECEPTION OF OUR BELEAGUERED PARTY.

WILL PASS ALONG YOUR GOOD WISHES TO THE TELFORDS, AND THEY WILL BE PLEASED TO KNOW THAT CORRESPONDENCE IS BEING ESTABLISHED BETWEEN US. KEEP UP YOUR GOOD WORK, TONY, BECAUSE A LIFE LIKE YOURS BECOMES A BEACON TO MARINERS LIKE OURSELVES AND OUR LIVES ARE ALL BETTER BECAUSE OF PEOPLE LIKE YOU.

SINCERE PERSONAL REGARDS,

Arthur de

October 27, 1957

Dear Ananda:

Your letter, the tapes and the books have arrived, and many thanks for all of them from Don and myself. Others we are contacting will be grateful, I am sure, but that is for the future.

At the moment I feel somewhat like the sultan did one day when he suddenly became aware of how many beautiful women there actually were in his hareem. He looked around in a very pleased but baffled way and said to one of his subordinates, "This is a real problem - I don't know where to begin." At the moment it seems best to take up one thing at a time and deal with as many as convenient, leaving the rest for later communications.

First, about the books. I already have a copy of Akhilananda's book "Hindu Psychology." Dr. Gordon Allport, who wrote the introduction to it, is one of my favorite psychologists in this country. He is keenly interested in ethics. In 1944, when I wrote up a proposed code of ethics for the clinical psychology field, Dr. Allport, who was then the Editor of the Journal of Abnormal and Social Psychology, in which it was published, wrote me a very warm and encouraging letter. He is a good friend of Dr. Maslow. I have just received a copy of "Science of Breath" from the DeVorss Company in Los Angeles, from which Don and I have also received several other books by Yogi Ramacharaka. I find the "Nature of Mysticism", C. Jinarajadasa, a very delightful survey. Don and another interested friend, are going to read it before we return it to you with the other two just mentioned.

I shall write you about the tapes next week. Don, Evelyn and I have heard the first one on What is Yoga. It is most rewarding. We like your simple, clear and comprehensive presentation and you seem to have a remarkable gift for communicating material that we have found rather difficult in many previous contacts with it. There are a couple of minor points of criticism, but we'll hold them for another time.

Don and I have tape recorders, and unless you have any objection, we will duplicate the tapes we want to make available for use around here.

We are enclosing a money order for $25.00. This should cover postal and other charges for your material, at least for a while. Please put us down on your mailing list or enroll us as a two-headed charter member of your foundation. Don and I work so closely on many things that at times it is difficult to tell who is who.

Thank you so much for speaking to Dr. Joseph Boucher. I have heard his tape on mental health and enjoyed it very much. Most of the material was familiar, but not so with regard to creative image therapy. I would like to know more about this type of therapy.

I have sent your name in to Dr. Maslow in order to have you on our mailing list. The work on the journal is momentarily held up waiting for Dr. Maslow to write up a Resumé of recent history in the areas

about which we are concerned.

I have just received a letter from Mabel and a copy of the Para-Psychology Newsletter.

I'll write you more shortly.

Warmest regards from Don, Evelyn and myself,

Tony

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

October 28, 1957

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I have had some notions about psychogenic determinants of cancer which I have discussed with Dr. Bettye Caldwell and a few other people. Caldwell is a psychologist with an address in the A.P.A. directory. I suggest your friend write to her. My guess is that he is on a good tack, and, for instance, there is enough material now on the effects of gentling white rats and otherwise treating them well in the early months of life to prove that there may be quite widespread ortho-psychological effects. He should look up the paper by Weininger in the Canadian Journal of Psychology. I think that his rats will prove to be more resistant to any disease, not only cancer.

If you want to pass on to him the following notions that I have had, you are welcome to. He may find one interesting. It was my notion, following the theory of Wilhum Reich, that cancer might come from stasis in an organism that, so to speak, had not "fulfilled" itself. For instance, I thought that cancer of the prostate would more likely come to men who did not have the full orgasm and ejaculation; that cancer of the breast (I have just seen a report that confirms that breast cancer comes more frequently to childless women) would more likely come to maternal women who had not been able to use the breast. I thought that cancer of the cervix, of the uterus, might come more frequently to women who are frigid, etc., etc. You get the idea.

Tell Dr. Salzberg that I think his idea is fine and I have wondered now for ten years why this kind of work wasn't being done.

Another belated thought, they are doing work on gentling mice at the Jackson Memorial Laboratories, Bar Harbor, Maine. If he writes to J. P. Scott, he can find out about it.

I hope soon to have a chance to study over your letters carefully and reply to them. I have been terribly rushed—so rushed in fact that I petitioned the administration here to allow me a Sabbatical next year on the grounds of exhaustion and the permission has just come through. My guess is that in June, 1958 I will go some place for a year where I can live on half-salary. If I had full salary, there is no question about the place I would pick. It would be either Berkeley, Palo Alto, or San Francisco. By the way, do you know anything about the mode of invitation to the Stanford Institute for Advanced Studies? If I could get some additional money, I would love to come to your area and spend the year there.

Cordially,

A. H. Maslow

Dictated by Dr. Maslow and signed in his absence.

November 1, 1957

Dear Abe:

Thanks for taking the time out to answer my inquiry about Dr. David Salzberg's proposed experiment. I gave your information to him and he was very happy to receive it. He asked me to convey his appreciation. He was surprised to find that the Abbott Memorial Laboratories are doing work on gentling white rats. His first reaction was that he was going to seriously dip into the available literature, especially that suggested by you, as a basis for entering into communication with the various people you mentioned.

About your request for information on the mode of invitation to the "Stanford Institute for Advanced Studies." I assumed that you meant Center for Advanced Studies in the Behavioral Sciences (the Ford Foundation project) on the Stanford campus, 202 Junipero Serra Blv. Palo Alto. I wasn't sure, so I checked on it. There is no Stanford Institute for Advanced Studies.

With regard to the mode of invitation, I talked with Dr. Tyler's secretary about it. (Naturally, I didn't bring your name into the picture.) She said that the "regular" or "common" procedure was to have someone recommend the proposed fellow. The preferred recommender was someone in the same field, a department head or someone in the upper levels of the university's administrative staff. (I understood she meant the president was the best bet). Regarding the content of the recommendation she said that the formal background was necessary, the publications, the general development of the recommended person, that is, what she called his improvement in the recent past. The chief interest or project he had in mind that would make the year at the center especially valuable. No character references appear to be necessary, since it is assumed all professors and any other fellows proposed are of high moral staddard, as she laughingly put it. I asked her whether she could explain the reason for the indirect approach and she said: "I don't know. It's our common way of doing it." So you have to choose your own recommendor. She said that the roster for next year, that is, beginning on September 15, 1958, was almost complete. I asked whether there was any possibility that a recommendation sent in immediately would stand any chance of acceptance for September 1958, and she was very sure that it wouldn't. However, she added that it is desirable to send in a recommendation shortly for consideration in connection with September 1959, and that it is conceivable that someone might drop out for some reason or other and not be able to take advantage of the September 1958 year, thereby creating an opening for someone already recommended but not accepted. A repeat of the recommendation is very much in order, either by the initial recommender or some other one. She said that a board in the proposed fellow's own field passes on the recommendations. She did not disclose the names of any board members in any field. Of course I didn't ask her, but I don't know whether she would or wouldn't upon request, but if you want me to for any reason I can take a crack at finding out who is on the Psychology Board. I would guess that recommendations for September 15th, 1959 should be in by July 1, 1958, if not sooner. If this information needs clarification in any respect or you have any specific question that I might ask her, please let me know. She seemed to be a warm, pleasant gal, easy to talk to.

Incidentally, if you have not already heard, the Behavioral Sciences Center has just received another several million dollars from the Ford Foundation. The new arrangement makes it possible for Stanford to solicit funds elsewhere and to combine such funds with those of the Ford Foundation grant, thereby enabling it to extend the life of the center for several years at least beyond the new five year grant which starts September 15, 1958.

I'm so very, very glad that you have a sabbatical coming up. There is no point to an all-out collapse. I'm damned if I know what a person can do in the way of fulfillment through complete exhaustion. I hope that my series of letters urging you to write up the Resume haven't contributed to your misery. But you know how it is. Here I am set to go but there are no urges that are quite so urgey as my urges when they're connected with a good cause.

It would be wonderful to see you again.

With warm regards,

Tony

22

November 4, 1957

Dear TonY:

You see how it is with me. My obligations at Brandeis and outside are simply overwhelming. It is literally true that I don't have time to write. I have tried again and again to resign from the chairmanship board at Brandeis but there's no one quite right to take my place as yet. My sabbatical was set forward a year on condition that I resume the chairmanship when I return.

I certainly want to help with the journal - I'm very eager to see it started - but you see why I cannot be directly responsible. I'd simply have to do a lousy job - and I hate that.

1) The more I think Journal of Ortho-psychology the more I like it. It generates orthopsychologist (the meta-therapist). It tells just what the journal is interested in. It implies values.

2) I enclose a Statement of Purpose just dashed off. Use it or modify it as you please. Or set it over my name and then add one of your own over your name. As you please. I think this or one like it can be sent to proposed Board of Editors, with an invitation to join, as well as to Board of Advisory Editors, and editorial correspondents. Perhaps then their comments, suggestions and statements of purpose can be collated for a mimeographed statement soliciting subscriptions, contribution, financial help etc. which could be broadcast far and wide put in form of ads, etc.

If you want from me a more emotional more ~~xxxxxxxx~~ polemic statement I have already written it in my paper "A Philosophy of Psychology." Especially in the first few pages there are paragraphs that can be used as is. I can supply you with plenty of copies, or you could take whichever excerpts seem useful to you. Perhaps both a "cool" and a "hot" may be desirable.

Let me know what you think of my Statement. Try to improve on it and send it to me for re worHing. I suppose this ought to be worded up carefully even at cost of delay.

Abe

Will have more time next year in Mexico. I guess Stanford is out. Sears and Hilgard probably on Board and both I think would veto me as "unscientific."

Nov. 4 ..

Statement of Purpose

The Journal of Orthopsychology is being founded by a group of psychologists who are interested in those human capacities & potentialities that have no systematic place in (behavioristic or positivistic) theory or in classical psychoanalytic theory, e.g. creativeness, love, self-actualization, "higher" values, ego-transcendence, objectivity, autonomy, responsibility, psychological health, etc. This approach to psychology can also be characterized by the writings of Goldstein, Fromm, Horney, Rogers, Maslow, Allport, Angyal, Bühler, Moustakas, etc., as well as by certain aspects of the writings of Jung, Adler & the psychoanalytic ego-psychologists.

While the point of view of this

"Third Force" in psychology has not yet been synthesized, unified or systematized, nor is it yet as comprehensive as the Freudian or behavioristic ~~psychology~~ systems, it is our feeling that this can come to pass, & probably soon will. A new journal, specifically devoted to this end, should help speed up the development of a more adequate picture of the full possibilities inherent in the nature of man. This is especially true now because the APA journals are not hospitable to publications of this sort, which are as a consequence too widely scattered and not readily available.

(I'm also confidently expect this thing will generate a much more [illegible] valuable theory than we now have)

3

We are especially interested
in the explicit application
of psychological knowledge
to the rapid development of a usable,
naturalistic system of human
values, a task now avoided
~~both~~ by most academic &
clinical psychologists. We
remind these psychologists
that this task is a time-
honored one as the history
of psychology will clearly show.
Abdication from this problem
has been only a recent development.
We, on the other hand, feel strongly
that psychologists can & should
return to their ethical task

4

of studying scientifically the
improvement of the human being.

---

copy

November 4, 1957

Statement of Purpose

The Journal of Orthopsychology is being founded by a group of psychologists who are interested in those human capacities and potentialities that have no systematic place either in positivistic or behavioristic theory or in classical psychoanalytic theory, e.g. creativeness, love, self-actualization, "higher" values, ego-transcendance, objectivity, autonomy, responsibility, psychological health, etc. This approach to psychology can also be characterized by the writings of Goldstein, Fromm, Horney, Rogers, Maslow, Allport, Angyal, Buhler, Moustakas, etc., as well as by certain aspects of the writings of Jung, Adler and the psychoanalytic ego-psychologists.

While the point of view of this "Third Force" in psychology has not yet been synthesized, unified or systematized, nor is it yet as comprehensive as the Freudian or behavioristic systems, it is our feeling that this can come to pass, and probably soon will.

A new journal, specifically devoted to this end, should help speed up the development of a more adequate picture of the full possibilities inherent in the nature of man. We also confidently expect that this will generate a much more usable value theory than we now have. This is especially true now because the A.P.A. journals are not hospitable to publications of this sort, which are as a consequence too widely scattered and not readily available.

We are especially interested in the explicit application of psychological knowledge to the rapid development of a usable naturalistic system of human values, a task now avoided by most academics and clinical psychologists. We remind these psychologists that this task is a time-honored one as the history of psychology will clearly show. Abdication from this problem has been only a recent development. We on the other hand, feel strongly that psychologists can and should return to their ethical task of studying scientifically the improvement of the human being.

November 5, 1957

Dear Ananda:

Under separate cover I am returning the tapes and books you so generously sent us on loan. As I indicated in a previous letter, we have taped these lectures or portions thereof, that we found desirable to have in permanent form. We have purchased a number of books by Ramacharaka from the DeVorss Company of Los Angeles. I already have a copy of "Hindu Psychology."

Don meets regularly with a Tuesday evening discussion group. The members of the group are all quite "sophisticated" with regard to mysticism and psychology. Each of them has had a considerable experience in both group and individual therapy, and each is personally acquainted with one or more persons such as Krishna-Murti, Aldous Huxley, Gerald Heard, Alan Watts (the chief exponent of Zen Buddhism in this area), etc., etc. All were much impressed by your "What is Yoga" tape. They liked it for the same reasons that Don and I did. You have a knack for simple, lucid and comprehensive presentation of material that is usually found to be quite difficult to grasp. The same was true of "The Twelve Chakras," except that they thought your opening remarks sounded boastful or egotistical with regard to your claim that you are the first one to present them in their entirety.

I enjoyed Dr. Boucher's tape. The concluding part on Creative Image Therapy was especially interesting, in that it was new to me. I found myself wondering whether you, too, use creative image therapy in your own counselling work. (I don't recall hearing you give any label to your counselling therapy and techniquest in your talks with us here.) Perhaps I should write to Dr. Boucher about this. What do you suggest?

There was a quite strong, negative reaction to your opening remarks on the mental opiates tape. Your account of the evils of smoking, drinking, drugs, meat eating, etc. was evaluated as deficient not in content but rather in terms of your using such extreme illustrations that you seemed to be more interested in creating a shock than in giving a reasoned argument. The shock approach may be intentional on your part, and possibly directed toward a certain type of audience. But both Don's group and I felt that you spoiled your presentation because of some of your illustrations. For instance, your reference to the party you know in Vancouver who would not hesitate to get up in the middle of the night to go downtown to Vancouver to the only place where he could get cigarettes if he found out he was out of them but who would let his wife die before he would go after a prescription that he would have to go the same distance for at that time of the night. If such is the case the man is obviously abnormal. To be sure, there are tens of thousands of alcoholics who are also obviously mentally ill. But somehow, using a personal acquaintance as an extreme example of the possible horrors of cigarette smoking didn't rest well with this group. It is amusing that most of the group are cigarette smokers. But then, they couldn't help noticing that you like cake and occasionally indulge in it. If you don't mind my saying so, this looked like a case of eating your cake and having it, too, as far as your relation to Yoga

was concerned.

However, I find these reactions to the first part of your presentation not nearly as important as your not having brought out the "defensive" role of "mental opiates." Psychologically, they are tension-reducers, even though in some instances such things as tobaccos add to physiological and psychological tension. But tension-reducers typically operate in the context of "inner conflict", in which such phenomenon as repression, anxiety, etc. are included. At one level the tension and defensiveness are connected with a lack of a sense of personal worth, of adequacy. The mental opiates serve to bring about an avoidance of feelings of emptiness, loneliness, etc., etc., all of which have usually been brought about by the kinds of experiences that these individuals have had in the course of their development. To be sure, the development of a sense of personal worth and adequacy and of substance and the accompanying greater inner unity and integration, with a corresponding improvement in the individual's relationship to the world outside and his place in it, can be and of course should be looked upon as a satisfaction of only a part of his needs or basic purpose. Nevertheless, I know from my therapy work that many individuals improve greatly, without necessarily getting around to a direct approach to their need for spiritual development of attainment, for the highest possible level of meaningful living and experiencing, etc., etc. Therefore, I believe that your presentation would have been ever so much better if you had shown your relationship to "mental opiates" as a counsellor or psychotherapist as well as bringing out the relationship of mental opiates to ultimate reality, union, purpose, identity, etc.

I can well believe it may be possible for some, if not many individuals, to skip or bypass intermediate levels of development (feelings of personal worth, adequacy, integration) and through appropriate techniques aim directly for much higher levels of attainment. But although I am not too sure ~~of~~ how this can be done in the Western world, I believe that the great majority of Westerners, who "rely" on mental opiates are not likely to get around to a very high state of being unless or until they first resolve the anxieties, frustrations, hatreds, egotism, emptiness, loneliness, hostility and so on, that are characteristic of the intermediate levels. (As you can see, I use the rather abstract term "Intermediate" to cover the very broad range of conditions which are ordinarily described as"maladjustment," "neurosis", "immaturity", etc.) Also, you are certainly aware of the fact that taking away one type of tension-reducer such as cigarettes may lead to the adoption of another and perhaps worse kind. Therefore, one must be careful in any work connected with the elimination of tension reducing devices or opiates.

My intention in the above remarks is to give you an accurate report on the reactions of Don's group and my own to your tapes. I believe this is what you want and prefer and that their critical nature will be accepted in the spirit intended, namely that of honest and very much interested participation. We would welcome

anything you may care to say about these remarks. And we are looking forward eagerly to more tapes and any other material you may wish to send us.

Don and I have plunged into a thorough reading of a whole series of books by Yoga Ramacharaka, which we recently purchased from Los Angeles. Many thanks again for the loan of the tapes and books. Incidentally, the head of Ampex Corporation, the manufacturers of professional recorders, magnetic tape, and other related items, is an old friend of mine, and he is very much interested in "borrowing" your tapes on mescaline and mephorine from me as soon as I can get them from you. He is a very interesting man, and since he makes trips to the Northwest occasionally, he says he might be able to stop in to see you sometime.

I have received a chatty letter from Mabel and a copy of the Parapsychology Newsletter and shall write her again shortly.

Evelyn and Don join me in sending you our best wishes.

With warm regards,

Tony

November 6, 1957

Dear Abe:

I believe I mentioned to you some time ago that I had a letter from a Mr. Parataud in Monterey, who said you had referred him to me. In his letter He included several excerpts from the work of a Dr. Diel, whom he was engaged in translating. I arranged for a visit here as soon as mutually convenient, which turned out to be last Sunday afternoon.

Well, he came - 12 hours later he left. We had a very interesting time. He is an instructor in French at the Monterey Presidio Military School, where the armed forces are training huge numbers of military personnel in a variety of languages. The men, between 2500 and 3000 of them at all times, spend full time on the language they are learning. There are 32 languages being taught, and 500 instructors, 150 of whom are teaching Russian, 25 German, 15 French, etc., etc.

Parataud has been acquainted with the published work of Dr. Diel for the past three or four years. He has spent one evening a week, for two months, last summer in Paris, France.

Last year during his summer vacation in Paris, he spent one evening each week with Dr. Diel studying Dr. Diel's system. Unfortunately, Parataud finds the translation of Dr. Diel's work extremely hard going. This is partly due to Dr. Diel's ponderous style and to the special terminology that Dr. Diel has devised. Nevertheless, there is much solid substance in Dr. Diel's work, and I would like to see it translated in full. I suggested to Mr. Parataud that he apply for a grant from some Foundation for this purpose and devote himself to it or find someone else. I understand that up to the present time Dr. Diel's work consists of four main volumes, only 80 or so pages of which have been translated by Parataud.

Mr. Parataud is admittedly not "sophisticated" psychologically, which complicated our communication or discussion of Diel's work. But he is a guy who is easy to talk with

and makes lots of sense.

I am going to follow-up our meeting by communicating with Dr. Diel, first through Parataud and later direct. Dr. Diel works for a national (federally sponsored) research institute, and his headquarters is at a center for children, including adolescents, in Paris. He has built up a following in France. I understand that he is a refugee from Vienna, Austria since the time it was taken over by Hitler in 1938.

Apparently, Diel has worked out a "complete system" I think some of its main features are worth considering. If I understand Parataud, the most important items are as follows:

1. Desire is the basis of life. (Not to be confused with need but more like w
2. Spiritualization in the chief purpose or the "essential desire" in life.
3. The multiplicity of desires (other than the essential desire) is the chief barrier to spiritualization.
4. There are three main sources of desire. They are called pulsions. The first is concerned with work, social interest and relations, nourishment. This is supposed to be closest to Alfred Adler's system.. The second pulsi is sex. The role of love in this I didn't have a chance to clearly establish. This is closest to Freud, obviously. The third pulsion is concerne with orientations, individuality, striving toward higher values, etc.
5. Pulsions are not instinctive excepting in what you would call the instinct sense.
6. When the pulsions are working effectively the general effect is first, gratification; second, clarification and improvement of values in one's val system..
7. Improvement in values in development move towards something called sublimation. Sublimation in Diel's system is not to be confused with Freudian sublimation. In Diel's system sublimation is concerned with the integration and functioning of the character on a very high plane, harmoniously to the point of sublimity.
8. The spiritualization of the process of life is the goal, the basic purpose so to speak.
9. This Spritualization is ultimately accomplished by a turning of the primary

attention or emphasis in life toward the inner life.to one's values and their reordering and reorganizing to higher levels, which in turn infuses the outer/behavioral expression with higher levels of spiritualization.

10. The"essential desire" is the basic set of values from which one makesjudgments pro and con, positive and negative, of all the other desires.

11/ With rare exceptions, everyone almost from birth begins to acquire something like original sin but not to be confused with it, namely, basic guilt. Basic or primary guilt is associated with any falling short or deviating from development or behavior that would further the attainment of spiritualization at ever higher levels.

12. Secondary guilt is connected with any of the activities stemming from the pulsions whihh have to do with the outside world. For instance, one may feel guilty about falling short of some group goal or norms.

13/ When deviations occur, individuals tend to develop a pattern of distortion. The two main types of distortion are nervosity and banalization. Compulsions are pulsions gone wrong.

14. Nervosity is associated with tension and may be expressed in straight aggression or it may show up in exhaltation. Exhaltation seems to cover any intense (attention-loaded) self-agrandizing, self-lauding or other form of "vanity".

15. Banalization is a pattern that is exhibited in smug, self-satisfied self-absorbed kinds of living which are described as a sort of "under-tension".

Almost everyone spends far too much time or far too many desires, new, old and whatnot, but not enough time on "the essential desire", the spiritualization of life. I have the impression that qualitatively higher types of love are involvedin spiritualization.

16. There are two therapy approaches to nervosity and banalization. One is therapy with someone who helps you to rejudge your multiple desires in the interest of breaking them up and helping give emphasis to spiritualization. The other is self-therapy with the same technique but seems to depend on a grasp of and acceptance of the system.

Unfortunately, Parataud has not had only a little of therapy help from Dr. Diel and has not applied himself very intensively to self-therapy. He is a nice guy, in his early 50's, and while he is completely involved in Diel's system, he seems to be somewhat especially lacking in the self confidence necessary to push it and the translation thereof. My impression is that it might be a bit too big a project for his ability.

There you have it. Spititualization seems to have some connotations of self-actualization and of Fromm's concept of love. Diel, I am told, is biologically oriented rather than identifying his system with oriental religion andpsychology. From what I was able to get, Diel has done some fascinating work on myth. I am intrigued by his version of the Promethean myth, the Oedipal, among others that Parataud told me about. Diel has a major work already published on myth. And he flatly states that the main business of psychology can beccan, with proper interpretation, be seen in the many historical myths. And he uses his system of pulsions for this purpose.

He may be able to pursuade Diel to write a brief account of some phase of his system and research for the new journal.

As I said above, I am going to communicate further with Diel and I will let you know the outcome.

November 9, 1957

Dr. Abraham Maslow
Psychology Dept.
Brandeis, University
Waltham 54, Mass.

Dear Abe:

I don't know whether the following has come to your attention, but it seems most encouraging with regard to the need for the Journal of Ortho-Psychology. An excerpt or two from some of this might be worth including in what you refer to as the "Call to Arms."

The August 1957 Vol. 10 No. 4 issue of the Newsletter of the Division of Clinical Psychology contains the following on Page 18:

"Letter to the Editor: This letter, dated July 31, 1957, was just received from J. F. T. Bugental. It is being air-mailed to our indulgent printer to be included in this issue because of the timely import of his suggestions. We shall be waiting for your comments and observations. It may be that some of you will want to take this up at the annual meeting.

'Dr. George Kelly has suggested I put into written form my recent urging to his attention of what I feel is a genuine publication need for clinical psychology, namely for a periodical open to speculative and exploratory contributions.

Clinical psychology appears to be making startling progress toward two rather strikingly contracted goals, the scientific model of the physical and mathematical sciences and the professional model of the elder healing arts. To be sure these models are only generally indicative of directions, for psychology shows some awareness of the unfavorable aspects of each and apparently seeks to revise more than blindly emulate. Nevertheless, one may wonder whether this somewhat schizophrenic pursuit of two such dissimilar ego ideals is not taking its toll.

Increasingly the three major publications representing clinical psychology (Consulting, Abnormal and Social, and Clinical) seem to be given over to a kind of particularistic, numerological paper which reflects, it seems to me, a distinctly limited aspect of the broad area of the field. Indeed, at times, some of these papers make one suspect that many of the writers are sort of a more sophisticated or learned breed of stamp collectors. They carefully try to fill out a particular "set" or "series" without much regard to either the face value or functional significance of the items so painstakingly collated.

Without attempting to debate further the relative worth of these contributions, it may be noted that as an organization devoted to "the advancement of psychology as a science and a profession", we tend, publications-wise, to emphasize what seems a limited aspect of the science.

These thoughts seem to point strongly to the need for some channels wherein psychologists working in the more exploratory phases of our science and in the professional aspects may communicate their discoveries and hypotheses. Articles which grow out of the intensive study of a few (or even a single) cases and which expose to view some of the processes of human personality in the living state would appear to be badly needed for teaching, personality theory, and more refined research. Papers objectively describing the living experiments which patients provide in the adequacy of different systems of personality conceptualization, reports of technical developments in describing (diagnosis) and intervening in (therapy) personality functioning, speculative accounts of problems encountered in clinical practice or laboratory investigation -- problems which elude adequate conceptualization by present theories -- all these and others genuinely need the healthy corrective of the public forum.

Let me make clear that I am not proposing that we open our journals to anecdotal accounts, rambling and undisciplined thoughts, etc. But because it is sometimes difficult to make a judgment between such offerings and the sort of contribution I tried to describe earlier is not an adequate reason for avoiding the task. There is a genuine need, and it will eventually be met in some way. This Division and the APA can do much to insure that it is met with the maintenance of good standards by taking the lead in seeking solutions.'

The following issue of the October Newsletter includes the following on Page 12 and 13:

"Answers to J.F.T. Bugental

Bugental's letter suggesting a periodical for speculative and exploratory contributions has aroused much comment. Judging by the numerous suggestions that have come in, he has expressed a need which many of us feel. What is more, he has stirred us up enough to want to do something about it. Forty-one members have written in response to the letter, eager for such a publication outlet. Many seem to feel that the time has come for the Division to start a journal of its own for this purpose. Some have suggested that the Newsletter expand and carry such articles on discoveries, speculation and hypotheses. Others would emphasize more the airing of professional problems such as are involved in carrying on a private practice, and in the administrative jobs to which more and more of our clinical psychologists are falling heir.

We heartily thank Dr. Bugental for helping us to bring to awareness this publication need. Because of the interest shown in this matter, and the big response from our members it is being referred to our Executive Committee for further consideration.

E.B.W.

August 20, 1957

The Division's last Newsletter contains a note from J. F. T. Bugental commenting upon the need of a professional agora for speculative

Methinks the above indicates that the Clinical Division may be moving in the right direction. But I doubt that it will move fast or go far enough, from our point of view. Encouraging to us, nevertheless.

Tony

November 14, 1957

Dear Abe:

Many thanks for your wonderful letter and statement of purpose. I am enclosing my suggestions with regard to the statement. At some other time I'll write you about my enthusiastic reaction to meta-therapist, ortho-psychologist and other fine things generated by the term "ortho".

I believe that the more "educational" material in your Philosophy of Psychology paper will be more useful later, much as I would like to use every bit of it right now.

Out of courtesy and professional consideration, I believe that Board of Editors people should be consulted first before others, which is the reason for the enclosed suggested letter to them.

Tony

November 23, 1957

Dear Abe:

Some time ago, I wrote you about the desirability of a non-profit corporation in regard to the new journal. I am all the more impressed about the value of a non-profit corporation set-up through several relevant experiences. Just recently, for instance, I have had to help out in the organization of a non-profit corporation for my wife's opera company.

Your response to the non-profit corporation idea was favorable. You also expressed an interest in seeing the Articles of Incorporation in the small foundation that I direct and which was organized two years ago. The articles are a modification of the original ones that Dr. Ernest Oppenheimer, myself and a number of others formulated in connection with our wonderfully exciting organization in 1949, 1950 and 1951. At that time, the title of the corporation was the "Fellowship for Creative Living."

Two years ago I found that it was much more convenient to organize a new corporation than to reorganize the old corporation, through the process of locating all people legally necessary for the kind of changes I had in mind. Consequently, I went ahead and the result is "The Self-Actualization Research Foundation", a copy of whose articles of incorporation you will find enclosed. As I told you, we have very limited funds. Also, I have made very little effort to collect more. My chief reason has been that I haven't been able to locate enough projects that would warrant fund raising. Nor was there anyone around in this area with whom I could work.

From the outset two years ago I have felt a bit uncomfortable at times about "self-actualization" in the title of the corporation and have been on the receiving end of good-natured kidding on the part of interested friends. And believe me, kidding is no new thing in view of the huge amount of it Ernie Oppenheimer and the rest of us got at the time we were operating the late and much lamented "Fellowship for Creative Living". The story of why the "Fellowship" folded up in 1951 is much too complicated for presentation here. I hope to tell you about it some day, however,

In the meantime - and a trillion thanks to you for this - the Journal of Ortho-Psychology has been conceived and looks like one of the hardiest pre-natal beings I have encountered in a long time. Therefore, what could be more suitable than to change the title of my non-profit corporation from the "Self-Actualization Research Foundation" to the "Ortho-Psychological Foundation?" Or give me some idea of what you prefer for a title, if you think we can use the corporation in any way. Naturally, I want you to be on the board and to be the Director, if that is okay with you. What about including others on the board? Just name them, please, and we'll take care of them.

The current assets of our non-profit original Sputnik are about $200 cash, plus a recorder.

you may desire
Please suggest any changes in the enclosed articles of incorporation. In connection with changes in the articles of incorporation I understand they are somewhat more difficult as a legal procedure than

changing the title. The Articles, as you can see, are so broad in scope and so all-inclusive with regard to flexibility and freedom of action that we can move ahead in almost any way that seems desirable.

I have an attorney friend who can take care of any of the necessary legal work.

Tony

287

November 25, 1957

Dear Abe;

I enjoyed the letter you sent together with your draft of a statement of purpose. You have probably already received my comments and suggestions in regard to the latter.

I, too, like the term "ortho." It certainly generates, in a rather prolific way. One need only to see the columns of "ortho terms" in the larger dictionaries to be impressed by its usefulness. For instance, in particular, I like ortho-tropism (and ortho-tropic), which has to do with the tendency of roots or stems toward vertical elongation or extension. Biologically, this could also be transposed to cover the process that underlies self-actualization.

The Journal of Ortho-Psychology automatically brings to mind a Division of Ortho-Psychology (Soon, let's hope). I suppose also that therapists like myself, who have been consciously concerned with the "mystic experience", "mystic union", "basic or ultimate purpose", etc., problem in a good many therapy cases, especially with regard to the development and application of relevant techniques, are in a very real sense "ortho-psychologists", rather than "clinical technicians,"or perhaps better still, "ortho-therapists."

"Meta-therapist" is a very good term in a number of respects. I am not so sure, however, that it is as valuable at the present time as "ortho-therapist." Ditto for "meta-therapy" and "ortho-therapy". Anything that smacks of the term "metaphysical" is bound to get a negative reception in many circles. I hope this won't be so true in the not too distant future.

It occurs to me that the B Cognition and B Love and related material in your recent Cognition of Being In the Peak Experience paper is ground-breaking or pioneering in what might be called the "field of Onto-Psychology." Since Ontology is concerned with the "science of being", its nature, characteristics, etc., any study of its psychological aspects might properly be referred to as "onto-psychological." Consequently, one may say that Hindu psychology is in some respects the equivalent of onto-psychology. So, too, can one refer to your material on being, the peak experience, etc., even though the "peak experience" is not necessarily the equivalent of the Hindu term "bliss." (See Swami Akhilananda's Hindu Psychology). Since B-Cognition and B-Love presumably arise out of the depth or basic nature of Being, and can be referred to as being included in onto-psychology, it also strikes me that "bliss", samadhi, satori, the "mystic union", etc. could be called the B experience.

In the long run I suppose that the study of the psychological aspects of ethics, with regard to the latter's intrinsic nature, may come under a general heading of axio-psychology.

These are some quick-in-a-hurry notes on the possibilities of "ortho" terms and some of the things that have emerged out of their consideration.

Tony

November 25, 1957

Dear Abe:

Since suggesting that we include some reference to the need for basic psychological research in the Statement of Purpose, it has occurred to me that you might write an article on the need for more basic research in psychology. The idea would be to stress that now is the opportune time for the APA to officially and publically communicate with the President, the National Science Foundation, et al, urging them to specifically include a significant portion of the forthcoming expanded congressional basic research funds for the psychology field. This to cover the broadest possible conception of basic research in psychology, and not just military psychology. Curiously enough, I read an excerpt from a speech by Nixon in this morning's paper (S. F. Chronicle, 11/25/57) that can be construed as dealing with this point. He said, in connection with the Peace Manifesto published several days ago by the Communist Party's sixty four nations:

"We must not, for example, use all of our resources for military defense and neglect the equally important need for diplomatic, psychological and economic defenses of the free world.

And in recognizing the necessity for training more scientists and engineers, we must not overlook the necessity of maintaining a balanced educational program which is so essential for the survival of a free society."

If not an article, how about a brief communication to the letters Section of the American Psychologist? This is no time for psychologists in general to be afraid of aggressive action. It's possible that the big wheels in the APA might be receptive to a communication from you, and conceivably, they might even act upon it in the name of the general membership.

To me, Basic Research in the psychology field would necessarily encompass the encouragement and publication of the kinds of papers and articles we have in mind for the new journal.

Tony

copy

BRANDEIS UNIVERSITY
Waltham 54, Massachusetss

11-28-57

Dear Tony

(1) Ortho-Psychological Foundation sounds better to me than the other possibilities. OK to put me on Board but I can't possibly be Director. Too many other commitments. I guess that's your job. Why not wait before naming others to the Board until you get your answers on the "Call to Arms." See who's enthusiastic & who's not. Articles of Incorporation OK so far as I can see. No changes to suggest.

(2) My life is so filled & planned & committed, have no time for article or letter you suggest. Sorry. Can you do it? or get someone else to do it? It's a good idea.

(3) I like orthopsychology, orthotherapist, etc. more & more. May help to solve problem of therapy & medical training. Ortho-psychology or ortho-therapy is so clearly not medical that it may break impasse.

Onto-psychology excellent suggestion for psych. of Being. Will use it.

Also Axio-psych.

Am busy with the little time left over from Brandeis (my job is very demanding & time-consuming because we're working out a new technique of graduate education in psych = Meet professional needs and Self-Actualize at same time, editing book on "Knowledge of Human Values," writing paper in Philosophy of Science, which I consider a crucial job, i.e., bringing in the pre-verbal, the esthetic, the B-experience into science. Want to write a paper on place of Art in Life of Individual, another keystone in theory of ortho-psych.

ss/ Abe

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

11-28-57

Dear Tony

① Ortho-Psychological Foundation sounds better to me than the other possibilities. OK to put me on Board but I can't possibly be Director. Too many other commitments. I guess that's your job. Why not wait before warning others to the Board until you get your answers on the "Call To Arms". See who's enthusiastic & who's not. Articles of Incorporation OK so far as I can see. No changes to suggest.

② My life is so filled & planned & committed, have no time for article or letter you suggest. Sorry. Can you do it? or get someone else to do it? It's a good idea.

③ I like orthopsychology, Ortho Therapy etc more & more. May help to solve problem of Therapy & medical training. Ortho-psychology or ortho-Therapy is so clearly not medical that it may break impasse.

Ortho-Ψ excellent suggestion for Ψ of Being. Will use it.

Also Axio-Ψ.

Am busy with the little time left over from Brandeis (my job is very demanding & time-consuming because we're working out a new technique of graduate education in Ψ = Meet professional needs and Self-Actualize at same time) editing book on "Knowledge of Human Values", writing paper on Philosophy of Science which I consider a crucial job, i.e. bringing in the prevebal, the esthetic, the B-experience into science. Want to write a paper on Place of Art in Life of Individual another keystone in Theory of Ortho-Ψ.

Abe

290

Relaxation Centre
1644 West Broadway, Vancouver 9, B.C.
Bayview 9522

Nov. 28, 1957.

MR. ANTHONY SUTICH
2537 MARSHALL DR.,
PALO ALTO,
CALIFORNIA.

DEAR TONY:

JUST A QUICK NOTE TO APOLOGISE FOR NOT HAVING WRITTEN SOONER, AND CAN ONLY PLEAD PRESSURE OF BUSINESS AND FOUNDATION ACTIVITIES (ALL ON THE POSITIVE SIDE OF COURSE).

ENJOYING TREMENDOUSLY YOUR LETTERS AND ESPECIALLY YOUR VALUED CRITICISMS. HOPE TO GET A LONG LETTER OFF TO YOU IN A DAY OR TWO WITH AN ANSWER TO CRITICISMS CONTAINED IN LAST LETTERS AND POINTS WHERE I HAVE IMPLEMENTED, SUGGESTED BY YOU AND YOUR GROUP, OR ACTIONS I AM TAKING TO CORRECT MY OWN DELIVERY, AS FAR TOO FEW TAKE THE OPPORTUNITY TO PUT ME ON THE SPOT AS YOUR GROUP HAS KINDLY DONE. HOWEVER, I FEEL IN A FEW POINTS I SHOULD ELABORATE ON MY NEEDS OR REASONS TO ASSUME A PARTICULAR ATTITUDE BECAUSE OF MY OWN CONVICTIONS, OR IN OTHER CASES, DEFEND THE DELIVERY FROM THE STANDPOINT THAT I AM DEALING AT THE LECTURE LEVEL WITH A PARTICULAR TYPE OF PHILOSOPHICAL MIND.

WE HAVE BEEN PLANNING A BULL SESSION (BOUCHER, ARNET AND MYSELF TO DO A TAPE ON EXPERIENCES WITH MESCALINE, NEPHEDRINE, AND IN GENERAL DRUGS, INCLUDING L.S.D., ETC. HOPE TO HAVE THIS READY FOR YOU VERY SOON AS KNOW YOU WILL FIND IT INTERESTING.

HAVE BEEN DEALING WITH SOME VERY INTERESTING CASES OF LATE AND HOPE TO TAKE THE OPPORTUNITY TO PASS ALONG A FEW OBSERVANCES IN THIS VEIN AS WELL.

MAILING YOU A NEW SERIES OF TAPES TODAY AND SHOULD REACH YOU ABOUT THE TIME THIS LETTER ARRIVES.

KIND PERSONAL REGARDS TO EVELYN, DON AND ALL OTHERS.

SINCERELY,
IN THE MASTER'S SERVICE,

Ananda

Class and Private Instruction

November 29, 1957

Dear Abe:

In one of my letters in recent weeks I made a passing reference to at least one respect in which Dr. Diel's general position seems to be ahead of your own. (At least as far as I understand Dr. Diel's work, through Mr. Parataud.) I refer to your very penetrating presentation of deficiency and deprivation. While I know that you are much concerned with ethics and morality, I don't recall that you have fully expressed the ethical-moral consequences in the individual who, as most everyone still does, deviates from optimal and maximal self-actualization almost at the outset of his post-natal life, because of thwarting pressures in his environment or situation. Probably this is where "basic guilt" begins. And this undoubtedly is what is so often referred to as "original sin" in the assumed hereditary sense, when actually all that has happened is involuntary, un-needed, but unavoidable development of deficiency and deprivation motivation in some degree, in practically everyone. Enters here the business of baptism and christening, with "grace" as its outcome. The resulting clean slate, so to speak, typically contradicts the actualities immediately before, during and after the action which grace supposedly is accomplished.

The consequences, in terms of "basic" anxiety, "basic" guilt, "basic" tension, distortion (parataxic, etc.) call for a direct consideration in your overall presentation of self-actualization. To be sure, you do deal with this more basic stuff in its character and personality deformations, but I am not so sure that this is enough to handle the kinds of things that are covered by the terms "religious", "spirit",

291

in the sense of one's relationship to "basic purpose", or "ultimate identity", or "cosmic union", "mystic union", etc., etc. All guilts, anxieties, neurotic conditions, deformations, etc., other than this one connected directly with maximal attainment of basic purpose, are considered secondary by Diel. In other words, they are derived from the original deviation from "spiritualization" that results presumably because of faulty environmental influences (parents, malnutrition, etc.) almost immediately after birth but "should" not occur.

It is the extraordinarily rare person who more or less completely escapes the deficiency and deprivation effects, as you well know. This also applies to those individuals who are on the receiving end of what is usually referred to as "too much love," too much "solicitude", (the pampered, the over-indulged, the spoiled).

The developing child, and the same is true for the infant, in various ways, has to learn all kinds of reactions, habits, etc. He learns them in terms of the threat of punishment for non-compliance, poor performance, etc. And the learning is tied in with his being judged to be good or bad, accordingly, or at least his behavior is to judged. Consequently, a good many guilt feelings are experienced, and especially is there the development of a readiness to judge others and one's self in such terms. Later, this process may get connected with all kinds of things in the various stages of adolescent and adult life. These may roughly be described as secondary guilt.

The primary, or basic guilt, is indirectly the source of evil, therefore. But people punish themselves, and are punished for, all kinds of deviations, "sin" (originally meaning) "fal ling short". One might

thus say that the greatest sin of all is not to "spiritualize" one's life, according to Diel.

"Spiritualization" is "the essential desire". As I said before, Diel's version of spiritualization is biological, rather than theological in orientation.

Closely related to, and an expression of, but not identical with, "spiritualization" is "sublimation". The term sublimation is not to be confused with the Freudian meaning. Rather, it has to do with the harmonization of the character structure. I suppose this refers to integrity, self respect, honor, morality, ethicality, etc.

Primary therapy, or that therapy which deals with a person's philosophy of life or religious orientation, may be considered as distinct from what might be called "secondary therapy", that is, therapy concerned with how one gets along with others, maladjustment, neurotic behavior, hostility, etc.

Ortho-psychology, or ortho-therapy, comes very close to, if it is not directly concerned with, spiritualization. Certainly, it overlaps in a good many ways; witness the concern about "being", "organism", "self", "basic values", etc., etc.

Apparently, the fully self-actualizing people have either never acquired any significant basic guilt or have accidentally, or otherwise, essentially resolved it. Would a more conscious concern about ultimate reality, ultimatepurpose, mystic experience, samadhi, etc., be a matter of "self-actualization", and is the latter, therefore, the highest goal or objective implicit in self-actualization?

Encl. #1

Jan. 1958

Dr. Abraham Maslow, Head of the Psychology Department of Brandeis University, Waltham 54, Massachusetts, recently invited me to take over the work connected with founding a much-needed journal in the general field of psychology. It is to be titled the Journal of Ortho-Psychology. Our Statement of Purpose is herewith enclosed.

A great deal of interest has been shown in the new journal and we have already received a considerable number of offers of help of various kinds. A non-profit corporation, the Ortho-Psychological Foundation, has been organized.

We are writing separately to you and certain other individuals. Our reasons for so doing are as follows:

1. It is our considered judgment that your general psychological orientation corresponds with our Statement of Purpose.

2. We assume that you are in favor of the establishment of a publication outlet for the increasing number of professional and other individuals who are working in this direction.

3. In view of your interest in the field of psychology we would appreciate any suggestions, advice, comments, criticism, etc., you may care to express or any contribution you may care to make in connection with the journal.

We welcome your cooperation.

Sincerely,

Anthony J. Sutich

AJS:ds
Encls.

JOURNAL OF ORTHO-PSYCHOLOGY

The Journal of Ortho-Psychology is concerned with the publication of theoretical and applied research, original contributions, papers, articles and studies in values, autonomy, being, self, love, creativity, growth, organism, self-actualization, basic need-gratification and related concepts.

Statement of Purpose

The Journal of Ortho-Psychology is being founded by a group of psychologists who are interested in those human capacities and potentialities that have no systematic place either in positivistic or behaviouristic theory or in classical psychoanalytic theory, e.g., creativeness, love, self-actualization, "higher values", ego-transcendence, objectivity, autonomy, responsibility, psychological health, etc. This approach to Psychology can also be characterized by the writings of Goldstein, Fromm, Horney, Rogers, Maslow, Allport, Angyal, Buhler, Moustakas, etc., as well as by certain aspects of the writings of Jung, Adler and the psychoanalytic ego-psychologists.

While the point of view of this "Third Force" in psychology has not yet been synthesized and unified or systematized, nor is it yet as comprehensive as the Freudian or behaviouristic systems, it is our feeling that this can come to pass, and probably soon will.

We believe that a new journal, specifically devoted to this end, should help speed up the development of a more adequate picture of the full possibilities inherent in the nature of man. We also confidently expect that this will generate a much more usable value theory than we now have. This is especially true now because the A.P.A. journals are not hospitable to publications of this sort which are, as a consequence, too widely scattered and not readily available.

We may illustrate our point by citing the following example: J.F.T. Bugental, in a letter dated July 31, 1957, to the Editor

of the Newsletter of the Division of Clinical Psychology, referred to a "genuine publication need for clinical psychology, namely for a periodical open to speculatory and exploratory contributions."

> "Increasingly the three major publications representing clinical psychology (Consulting, Abnormal and Social, and Clinical) seem to be given over to a kind of particularistic, numerological paper which reflects, it seems to me, a distinctly limited aspect of the broad area of the field, Indeed, at times some of these papers make one suspect that many of the writers are sort of a more sophisticated or learned breed of stamp collectors.
>
> "Without attempting to debate further the relative worth of these contributions, it may be noted that as an organization devoted to "the advancement of psychology as a science and a profession" we tend, publication-wise, to emphasize what seems a limited aspect of the science.
>
> "These thoughts seem to point strongly to the need for some channels wherein psychologists working in the more exploratory phases of our science and the professional aspects may communicate their discoveries and hypotheses."

Dr. Bugental's letter aroused much favorable comment. The response from the members of the Clinical Division was so great that the matter has been referred to the executive committee for further consideration.

We are especially interested in the explicit application of psychological knowledge to the rapid development of a usable, naturalistic system of human values, a task now avoided by most academic and clinical psychologists. We remind these psychologists that this task is a time-honored one as the history of psychology will clearly show. Abdication from this problem has been a recent development, at best only temporarily justified by the need to establish psychology as a science. That psychology has been fully recognized by responsible people everywhere as a

science for at aleast a decade is no longer questionable. But that it should continue "to lean over backwards" in order to maintain that status and in so leaning reject vital areas of psychological research and inquiry is quite another thing. Therefore, we feel very strongly that psychologists can and should resume as one of their basic functions, their ethical and historical task of studying scientifically the optimal or highest possible functioning and improvement of the human being. In line with the above, Dr. Maslow, in a recent article, points out that Ortho-Psychology

> "deals with fully functioning and healthy human beings, and not alone with normally sick ones. It is, therefore, not in contradiction to Psychology as a Psycho-Pathology of the Average; it transcends it and can in theory incorporate all its findings in a more inclusive and comprehensive structure which includes both the sick and healthy, both deficiency, Becoming and Being."

Finally, the founding of the new journal coincides with a turning point in the general American attitude toward Basic Research. Among the many repercussions and consequences of the Sputnik launchings is a new and apparently permanent emphasis on federally supported and sponsored Basic Research in this country. Nevertheless, a great danger lies in this direction, since Basic Research seems to be publically identified only with progress in the physical (more especially, military) sciences. The risk is that on the vitally necessary grounds of defense we may become far more like the Russians than we can afford. Therefore, in order to avoid this most unwelcome outcome, the new emphasis on Basic Research must include the social sciences, and most important of all, Psychology.

In this connection we quote from page 21 of the 1957 U.S.G.P.O. report on Basic Research, A National Resource, published by the

National Science Foundation:

> "Perhaps the most complex problems of all call for new knowledge which can be gained only by the social scientist."

During his appearance before the Joint Economics Congressional Committee November 27, 1957, E. Finley Carter, Director of the Stanford Research Institute, called for increased research into social problems in order to keep pace with technological progress.

> "We cannot live indefinitely in a world where social progress advances at a snail's pace while technical progress is explosive."

At a press conference held during a three day International Symposium on the size and density of nuclear particles, on December 17, 1957, at Stanford University, Dr. Hans Bethe, world famed Cornell scientist, who is generally credited with the explanation of energy production in the stars, said,

> "At the same time you make a good scientist you can also make a well-rounded person."

It is understood that a very large share of Basic Research at present is privately financed. And private financing of Basic Research is to continue having an important place in the overall picture. More "breakthroughs" and more "discoveries" in the sciences in general, and psychology in particular, mean more encouragement of pioneering, original, speculative, exploratory, etc. research and studies. It also necessarily means as many new publication outlets for such efforts as can be made available.

Our journal - your journal! - is an important step toward meeting this most urgent need. We plan to move ahead with the utmost speed. We need and invite your help in establishing the new Journal of Ortho-Psychology! Comments, suggestions, criticisms, etc., will be

appreciated. Contributions in any amount are welcome and are tax deductible.

Address all communications to Anthony J. Sutich, Director, Ortho-Psychological Foundation, 2637 Marshall Drive, Palo Alto, California.

Abraham H. Maslow

Anthony J. Sutich

copy to maslow

OFFICE HOURS:
BY APPOINTMENT

TELEPHONE
KENMORE 6-8100

ANDRAS ANGYAL, M. D.
270 COMMONWEALTH AVENUE
BOSTON 16, MASSACHUSETTS

Jan. 7. '57

Dear Mr. Sutich,

Thank you for your letter of Jan. 2. I will be very glad to serve on the Board of Editors of the Journal of Ortho-Psychology.

Sincerely,

Andras Angyal

copy to maslow

THE MENNINGER FOUNDATION
TOPEKA, KANSAS . . . . . .

FOR PSYCHIATRIC TREATMENT,
..EDUCATION, AND RESEARCH

January 8, 1958

Dr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Doctor Sutich:

Thank you for your letter of January 2, and your invitation to me to participate.

It seems to me that this proposal has not been adequately thought out and subjected to careful consideration by the many persons who would in various ways like to take part. It seems to me that a systematic position--"something to defend" has already been taken, rather than that an area for sensitive investigation should be defined. The latter purpose, namely the discovery of more about man in dimensions which are today understood only to a very limited degree is of very profound importance, and I should like to be associated with it. In fact, I have given most of my life attempting to find dignity and meaning in areas which I believe have been neglected. This is, however, an utterly different thing from the doctrinaire espousal of a position, which seems to be involved in the present statement.

I think the least that could be done if a predetermined doctrine is to be launched, defended, and disseminated through a Journal is that the areas be made clear and the terms intelligible. There are dozens of good studies on values being done from many other points of view than those indicated. The term autonomy has made history in psychoanalysis since 1939, and is today of the utmost importance within that discipline. The term being, I am afraid, is not susceptible of definition. Witness the history of philosophy. The term self has been greatly confused and debased, in my judgment, by being thrown around in the last ten years without the discipline of definition. The terms love, creativity, and growth convey an aura of "goodness," almost enough to paralyze serious investigation. The term organism is of course broad as the life sciences. We come to something very definite in the term self-actualization, and here we need to know to what degree the ideas of Aristotle are to be fused with those of Goldstein or G. W. Allport. Basic need-gratification will of course depend on definitions of basic, definitions of need, and definitions of gratification, and you know as well as I that it is easy to plead rhetorically for taking the "right" position regarding these matters, when the research findings are inconclusive. I think that this list of

terms with which the Journal is to be concerned is very unfortunate indeed, and is likely to confuse rather than advance patient and disciplined work. I think it is too bad that the enormous importance of a Journal such as you propose, in terms of broadening and deepening investigations of human nature, should be cluttered up with this defense of a specific creed.

Cordially yours,

Gardner Murphy
Director of Research

GM:la

HARVARD UNIVERSITY
DEPARTMENT OF SOCIAL RELATIONS

EMERSON HALL
CAMBRIDGE 38, MASSACHUSETTS

January 8, 1958

Mr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Mr. Sutich:

Before replying to your interesting letter of January 2d I had hoped to talk with Maslow, but though we are close geographically we seldom meet. So let me make a preliminary answer which, I fear, will be non-committal.

In principle, of course, I see the need for a new journal and approve its purposes. But a flood of questions comes to mind. Is the undertaking financially feasible and are the enormous number of publishing, advertising, editorial duties fully envisaged? Is it possible that "boring from within" among the present APA journals might alter their policies so that a separate journal would not be needed? Would it compete with unfortunate effects with the Journal of Individual Psychology which Ansbacher is trying to reconstruct along the lines proposed for Ortho-psychology? Experience shows that launching a new journal is a Herculean labor and while high ambitions justify bold risks I am still a bit uncertain about the proposal.

What I say is not meant as discouragement in any sense, but reflects my own doubt as to what role I can and should play. Some day I hope to be able to talk with Abe about the matter and he no doubt can clarify my own views. Meanwhile all success to you and kind personal regard. While the JASP has changed it once upon a time- as you recall-was not averse to publishing your own theoretical-ethical contribution!

Cordially yours,

Gordon W. Allport

Gordon W. Allport

Copy to:
A. H. Maslow

copy to maslow

THE MERRILL-PALMER SCHOOL
71 FERRY AVENUE, EAST
DETROIT 2, MICHIGAN

January 10, 1958

Dr. Anthony J. Sutich
Clinical Psychologist
2637 Marshall Drive
Palo Alto, California

Dear Dr. Sutich:

I was very pleased and honored to get your invitation to the Board of Editors of the projected Journal of Ortho-Psychology. I would like to say yes as I am completely in sympathy with what you state as the purposes of the new publication. However, I also feel that I would like to do this only if I could be in close communication with the other editors. I would be working with Clark Moustakas if he accepts, and I have had several good discussions with Abraham Maslow. Is it your idea that the editors would meet before they start editing or perhaps during the course of each year?

Sincerely,

Dorothy Lee

DL:aej

January 13, 1958

Dear Abe:

I am enclosing a copy of the most recent draft of the statement of purpose.

I have a reply in hand from Gordon Allport in response to our invitation. He is noncommittal at the moment and wants to talk things over with you first. I understand that he is sending you a copy of his letter.

The work involved in changing the title of the non-profit corporation has turned out to be a good deal more involved than my attorney anticipated. It seems there is no provision in the civil code for such changes outside of court action. My attorney has found a way of bypassing such action. The new title is okay as far as the corporations commissioner is concerned. Apparently we are all set on the corporation matter.

Toward the end of the statement of purpose there is a quotation from a press conference held at Stanford last month. In connection with it I wrote to Dr. Hans Bethe of Cornell University asking him to elaborate on his remarks about the "well-rounded man". He replied immediately and said that he has already put his ideas together in an article but not for publication. The article will first go to Dr. Schiff, who is in the Physics Department at Stanford and I will have a chance to see it before it is returned to Bethe. I'll have it copied and send it on to you. Incidentally, I would like to have something cleared up. When I first read about the "third force" in your draft in the statement of purpose, I thought I knew what you meant but unfortunately I find myself at a loss. What is the "third force"? Please bring me up to date before I run into an embarrassing question as to what is meant.

I shall write more about other things early next week.

Thank you
Do you, by any chance, have a copy or two of your article on the instinctoid nature of human needs? I am sure that is not the correct title.

Tony

copy to maslow

UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO

Please reply to:

Copilco 195
Mexico 20, D.F., Mexico

January 14, 1958

Dr. Anthony J. Sutich
Director, Ortho-Psychological Foundation
2637 Marshall Drive
Palo Alto, Cal.

Dear Dr. Sutich:

Thank you very much, indeed, for your letter and the invitation to join the Board of Editors of the Journal of Ortho-Psychology. I am very happy to accept this invitation. There is no more important task today. I expect to contribute to the Journal in the field of theory of values.

Very sincerely yours,

Robert S. Hartman
Research Professor
Institute for Philosophical Research

THE UNIVERSITY OF WISCONSIN
MADISON 6

DEPARTMENT OF PSYCHOLOGY
600 N. PARK ST.

January 17, 1958

Mr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Mr. Sutich:

I read with interest your material regarding the possibility of founding a Journal of Ortho-Psychology. Here are my reactions, which you will find quite largely negative.

I believe that I am in sympathy with the general aim behind the Journal, at least I feel myself to be in sympathy with the individuals whose names you have mentioned. However, I do not like your description of that aim.

I do not like the title that has been chosen for the journal. My associations to the title are such things as orthodox, right, pure, and ortho-psychiatry. None of these increases my liking for the title.

In general, the statement about the new journal sounds protesting, complaining and critical, pleased with being rebellious, where I feel it should be a positive, straight-forward statement.

To put out a journal in order to deal with miscellaneous concepts—love, objectivity (why this?), values, growth, etc.—seems to me very poor. It has been my experience that our terms and our concepts change within a decade and this would leave the journal out on a limb.

I believe that a journal should deal with an area or approach an area from a certain angle. Maslow's statement on page 3 comes closer to something I would like, but I still do not regard it as good.

I wonder what the basis of support for the new journal will be? The journal of Counseling Psychology which is the newest journalistic venture I know has had trouble in supporting itself. This matter of financing should be well thought through. The journal "Behavioral Science" has on the other hand done a very high-class almost Madison Avenue job of publication, but I do not know where they have obtained their funds.

I am certain that I would like to support a sound enterprise in this field but not a confused, starry eyed, or half-baked one. I hope you will keep me in touch with the developments and I will make my decision as I see how the enterprise grows.

Sincerely,

Carl R. Rogers

Carl R. Rogers
Professor, Departments of
Psychology and Psychiatry

CRR:sdb

P. S. I have been feeling a little appalled at the highly negative character of my reaction and have asked myself well, if you are so critical, can you do anything better? I have not had the time to really attempt anything better but the enclosed little document is a very brief attempt to say in a positive way some of the things that it seems to me you are saying in a more or less negative way. It is not good, but perhaps it will suggest some ideas to you.

Enclosure

Carl Rogers

The Human Person

A point of view in psychology is developing which emphasizes the individual human as a self-actualizing organism growing toward greater autonomy, self-hood, and realization of inner potential. It has an existential flavor, seeing the person as both being and becoming. It is interested in the characteristics of psychological health, and the process of becoming a fully functioning person. It regards this development of health as being fully as important as the development of pathology. Because of this interest in the optimum functioning of the human organism, there is a natural interest in values and value systems, in psychotherapy, in the development of creativity, in the manner in which the individual transcends himself as he grows.

Because this point of view is interested in man as more than a simple machine, it is also interested in new developments in the philosophy of science which may carry us beyond our present fixation upon logical positivism to a more satisfactory science of man and behavior.

The emergence of this new viewpoint seems the more significant since it is not a product of one man, but has cropped up in many minds and many places, quite independently. One finds evidence of this trend in the writings of the following, though this list (alphabetical in order) is certainly not complete. Gordon Allport, Andras Angyal, Hadley Cantril, Erich Fromm, Kurt Goldstein, Karen Horney, Prescott Lecky, Abraham Maslow, Rollo May, Ross Mooney, Clark Moustakas, Carl Rogers.

Where this trend may lead it is quite impossible at the present time to predict. It is, however, a new, young, vital, and growing aspect of psychology. To give it a voice, and to bring together its now widely scattered expressions, a new journal is being established, The Human Person. This journal will contain articles which are germane to this developing trend in American psychology—basic and applied research, formulations of theory, articles which consider the relevant philosophical issues, and other original contributions which appear to be a part of this forward movement.

We would be interested in the reactions of psychologists to this proposed venture. We welcome your suggestions and criticisms. We would be particularly interested in knowing whether you would like to subscribe to a journal of this sort when it is published.

copy to maslow

ATWATER 9-4376

KURT GOLDSTEIN, M. D.
1148 FIFTH AVENUE
APT. 5-D
NEW YORK 28, N. Y.

Jan 20 1958

Dear Dr Sutich - Excuse that I did not reply earlier to your letter with the friendly invitation to participate in the new Journal you intend to found. I would certainly like to do that. I think such a new Journal would be very necessary. About the title I am pondering without that I came to a positive result. I must confess I do not like much "orthopsychology." Could we not say simply "Man," may be with a subtitle...?

With best personal regards,
I hope to hear from you
Yours

K Goldstein

copy

copy to maslow

KURT GOLDSTEIN, M.D.
1148 Fifth Avenue
Apt. 5 - D
New York 28 N. Y.

Dear Dr. Sutich - Excuse that I did not reply earlier to your letter with the friendly invitation to participate in the new Journal you intend to found. I would certainly like to do that. I think such a new Journal would be very necessary. About the title I am pondering without that I came to a positive result. I must confess I do not like much "orthopsychology." Could we not say simply "Man," may be with a subtitle...?

With best personal regards,
I hope to hear from you
Yours

ss/ K. Goldstein

January 22, 1958

Dr. Abraham H. Maslow
Psychology Department
Brandeis University
Waltham 54, Massachusetts

Dear Abe:

I am enclosing a copy of Rogers "wait and see" reply, together with his own offhand rephrasing of our statement of purpose.

It is amusing to see Rogers object to the title Ortho-Psychology, when, if anything, his concern in "non-directive counseling" has been with a psychology that is "right", "pure" and "positive".

Rogers' reply indicates that he is afraid of explicit criticism or at least he thinks that it serves no useful purpose. I simply can't buy the notion that a statement of purpose should be couched only in "positive" terms.

To be sure, one cannbe too critical. But this is hardly the time to split hairs over the degree of criticalness explicitly stated as long as one makes a real effort to be objective.

His objection to research on "objectivity" is rather curious. His own concern with self-objectification in non-directive counseling leaves me wondering about his "why this?" Also since two of the basic connotations of ortho are "grow" and "cause to grow", and since growth is very much tied in with love, objectivity, values, etc., it is hard to understand why he would refer to such concepts as "miscellaneous."

If it has been his experience that "our terms and our concepts change within a decade and this would leave the journal out on a limb", wouldn't this same criticism apply to "non-directive counseling","insight", and so-forth- in fact the whole constellation of terms and concepts applied by Rogers in his own systematic position. Wouldn't his criticism also mean

that all journals which have published Rogers own articles and papers, ten or more years ago (to say nothing of his followers) are now by his own definition "out on a limb"?

I am inclined to think that it will be a long time before terms or concepts such as love, growth, objectivity, etc. are outmoded. Which is not to say that they can't be clarified, modified and refined in the light of future research findings.

Rogers' reformulation of our statement of purpose is quite readable. I notice it is directed to psychologists only. I notice also that he shows no hesitation in using such "miscellaneous" (to quote his letter) concepts as, "being","becoming", self-hood", etc. His statement is pleasant, uncritical and positive. But I am not so sure that a "sweetness and light" approach is going to get very far in arousing interest, enthusiasm, and participation.

As for "The Human Person" as a title, it is so broad, abstract, so all-inclusive that it is almost meaningless.

I would love to get your reactions. In fact, I have been waiting several weeks to hear from you. Please do find the time to at least drop me a line on much needed guidance at this stage. This is a repeat of a request which you have undoubtedly received a time or two already during the past couple of weeks; Nevertheless, if you have not already done so, give me the word on what to do next, man!

Tony

AJS:sas
2 enc.

cpy to maslow

THE MERRILL-PALMER SCHOOL
71 FERRY AVENUE, EAST
DETROIT 2, MICHIGAN

January 24, 1958

Mr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Mr. Sutich:

I agree wholeheartedly that there is a real need and value in founding a journal concerned with human capacities and potentialities and dedicated to publishing theoretical papers and original contributions. And I am delighted to know that you and Abe Maslow are making the journal a reality. As it now stands, I have discovered only one journal in psychology where such papers might be published and only one editor who would understand them (Heinz Ansbacher, Journal of Individual Psychology).

I accept your invitation to become a member of the Board of Editors. It would be good to meet the other editors of the journal and to discuss further the purpose of the journal and the functions and responsibilities of a Board of Editors. It would be wonderful if a meeting could be arranged. I believe that Merrill-Palmer would pay the expenses of Dorothy Lee and myself for such a conference but I suppose other members would not have a similar resource.

I imagine we have different ideas of what being an editor means. When I read a manuscript I am interested in perceiving it freshly, from the point of view of the author. I begin with the idea of entering into a relationship. I read without criteria, classification or a critical eye. I am never sure just where my work might take me but perhaps such an attitude would be all right in this journal.

I believe the journal can make a significant contribution to the growth of psychology and I look forward to being involved in it.

Sincerely,

Clark Moustakas

Clark Moustakas

CM:da

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

(1)

1-31-58

Dear Tony

You see, I wasn't exaggerating when I told you I was swamped with work & obligations of all sorts, Brandeis, psychology in general, people writing me for advice & help from all over (& whom I could hurt very easily by being brusque) &

There are various theoretical papers I stubbornly try to work on. I'm really afraid you just can't count on me much. It would really be best to think of yourself as boss of this new enterprise & let me help whenever my circumstances permit

(2)

I've been thinking a lot about the new journal & also discussing it around as often as I can. The big advice I've got from people, the major problem they all talk about, those who have had experience, is money. They all agree on necessity or at least desirability of new journal, & all warn about money problems, pointing to the many shoestring journals that have lived a few yrs & then died. It seems there should be enough money in hand before starting to guarantee 3-5 yrs of publication without further subsidy & without relying on more than 100-200 subscriptions at the beginning. How much this would cost would depend on paper, frequency of appearance, size, printing vs mimeographing (of which

305

(3)

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

everybody disapproves because the libraries won't take it), etc.

And I guess it's true. All the journals I know are supported by a society with its dues, by an institution or by a rich man (like Murchison). They need subsidy - they can't support themselves.

So - must get considerable sum of money first.

Much discussion of title. All agree title in long run makes its own connotation so doesn't matter too much whether take a neutral name eg. Psychological Theory, or a specific & descriptive name eg. J. Orthopsychology (which I myself prefer). If you're the boss that must be your decision.

Same in general for Statement of Purpose. Doesn't matter too much. The journal will live or die because it is good or because it is bad. Lots of good papers in it regularly for a few yrs, & the word will get around, & will get more support. If papers poor or dull, that word will get around too. Only thing I suggest as an amendment is to take my name out of a prominent position simply because I know I can't assume the responsibilities that that implies. It's like a promise that I have no time to fulfill. May be later, yes! At this time, No. Either use just your name, or else add to my name the others who have already agreed to be editors. Same for your proposed draft to members in general list.

306

(5)

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

Beyond this, I think statement of purpose is fine. I'm astonished at the qualms of Rogers, Murphy, etc. Of course whatever you can incorporate of theirs that you approve of is all to the good. Perhaps you could get eg Rogers permission simply to quote excerpts from his letter.

I haven't yet had chance to discuss with Allport. Long talks with Goldstein. He likes idea in general & will write to you. He doesn't like name. To him "Ortho" means orthopedic surgery!! No matter.

Up to you about editors. You'd better start making executive decisions on your own. Advice? Yes.

Tony Gutiérrez

(6)

I'd think that for future support of journal, it ought to be definitely a mostly a Psychology journal. If there were already existence a cross-disciplinary group to support it that would be better. But there isn't yet. So it had better be Psychology, broadly interpreted with non-psych. editors as advisors, auxiliaries. But most of the editors should be psychologists. I would think. Therefore, I think it worth waiting for Murphy, Allport, Rogers, Goldstein, etc. to be appeased to the point of accepting. No may be not. That might take too long. Anyway one or two of them! No hurry. Meanwhile no harm — writing to list of People

Moustakas?
Rollo May?
Hadley Cantril?

307

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

(7)

getting permission to sign to letter names of those who have already accepted. See how they feel about title, finances, goals, etc.

"Third force" means non-behaviorism, non-Freudian. There are only two comprehensive systems available. All else is coalescing into a unity so that soon I think there will be a third systematic, comprehensive philosophy.

No copies left of my article on "Instinctoid Nature of Basic Needs" I've sent you my Values paper. Tell me what you think of it.

I'm speaking in Lansing Mich. with Probably see Lee, Moustakas. We'll talk about Journal.

Wish I had a lot of money. It would be so nice just to order the printer to publish & try it out. I'm sure it would be successful. Must get considerable sum or else whole enterprise will be trouble.

Abe

copy

BRANDEIS UNIVERSITY
Waltham 54, Massachusetts

Dear Tony 1-31-58

You see, I wasn't exaggerating when I told you I was swamped with work & obligations of all sorts, Brandeis, psychology in general, people writing me for advice & help from all over (& when I could hurt very easily by being brusque)...

....There are various theoretical papers I stubbornly try to work on. I'm really afraid you just can't count on me much. It would really be best to think of yourself as boss of this new enterprise & let me help whenever my circumstances permit.

I've been thinking a lot about the new journal & also discussing it around as often as I can. The big advice I've got from people, the major problem they all talk about, those who have had experience, is money. They all agree on necessity or at least desirability of new journal, & all warn about money problems, pointing to the many shoestring journals that have lived a few years & then died. It seems there should be enough money on hand before starting to guarantee 3 - 5 yrs of publication without further subsidy & without relying on more than 100 - 200 subscriptions at the beginning. How much this would cost would depend on paper, frequency of appearance, size, printing vs mimeographing of which everybody disapproves because the libraries won't take it) etc.

And I guess it's true. All the journals I know are supported by a society with its dues, by an institution or by a rich man (like Murchison). They need subsidy - They can't support themselves.

So- must get considerable sum of money first.

Much discussion of title. All agree title in long run makes its own connotations so doesn't matter too much whether take a neutral name, e.g. Psychological Theory, or a specific & descriptive name, e.g. J. Orthopsychology (which I myself prefer). If you're the boss that must be your decision.

Same in general for Statement of Purpose. Doesn't matter too much. The journal will live or die because it is good or because it is bad. Lots of good papers with regularity for a few yrs,& the word will get around, & will get more support. If papers poor or dull, that word will get around too. Only thing I suggest as an amendment is to take my name out of a promiment position mainly because I know I can't assume the responsibilities that that implies. It's like a promise that I have no time to fulfill. Maybe later, Yes! At this time, No. Either use just your name, or else add to my name the others who have already agreed to be editors. Same for your proposed draft to members in general list.

Beyond this, I think statement of purpose is fine. I'm astonished at the questions of Rogers, Murphy, etc. of course whatever you can incorporate of theirs that you approve of is all to the good. Perhaps you could get, e.g. Rogers permission simply to quote excerpts from his letter.

I haven't yet had chance to discuss with Allport. Long talks with Goldstein. He likes idea in general & will write to you. He doesn't like name. To him "ortho" means orthopedic surgery!! No matter.

Up to you about editors. You'd better start making executive decisions on your own. Advice? Yes.

Tony Sutich

I'd think that for future support of journal, it ought to be mostly a psychology journal. If there were already in existance a cross-disciplinary group to support it that would be better. But there isn't yet. So it had better be psychology, broadly interpreted with non-psych. editors as advisors, auxiliaries. But most of the editors should be psychologists I would think. Therefore, I think it worth waiting for Murphy, Allport, Rogers, Goldstein, etc. to be appeased to the point of accepting. No, maybe

Moustakas? Rollo May? Hadley Cantril?

not. That might take too long. Anyway one or two of them! No hurry. Meanwhile no harm in writing to list of people getting permission to sign to letter names of those who have already accepted. See how they feel about title, finances, goals, etc.

"Third force" means non-behavioristic, non-Freudian. These are only two comprehensive systems available. All else is coalescing into a unity so that soon I think this will be a third systematic, comprehensive philosophy.

No copies left of my article on "Instinctoid Nature of Basic Needs." I've sen't you my Values paper. Tell me what you think of it.

I'm speaking in Lansing Michigan in a month. Probably see Lee, Moustakas. We'll talk about Journal.

Wish I had a lot of money. It would be so nice just to order the printer to publish & try it out. I'm sure it would be successful. Must get considerable sum or else whole enterprise will be in trouble.

ss/ Abe

ENDORSED
FILED
in the Office of the Secretary of State
of the State of California
Feb 4 - 1958

FRANK M. JORDAN, Secretary of State
By Ralph R. Martig
Deputy

CERTIFICATE OF AMENDMENT OF ARTICLES

OF INCORPORATION OF

SELF-ACTUALIZATION RESEARCH FOUNDATION.

The undersigned, ANTHONY SUTICH, DON R. WILLETT, and EVELYN SUTICH, do hereby certify:

One: That the signers hereof constitute all of the incorporators of SELF-ACTUALIZATION RESEARCH FOUNDATION, a non-profit California corporation;

Two: That they hereby adopt the following amendment of said articles of incorporation:

Article 1 of said articles is hereby amended to read as follows:

1. The name of this corporation, and by which it shall be known, is:

ORTHO-PSYCHOLOGICAL FOUNDATION;

Three: The corporation has admitted no members other than the incorporators.

IN WITNESS WHEREOF, the undersigned have executed this certificate this 30 day of January, 1958.

/s/ Anthony Sutich

/s/ Don R. Willett

/s/ Evelyn Sutich

copy to maslow

Rollo May, Ph. D.
310 Riverside Drive
New York 25, N. Y.
MOnument 2-2040

February 8, 1958

Dear Abe and Dr. Sutich:

I am writing to you both at once. I was very glad to hear of the plans for the new Journal and I will be glad to give it my enthusiastic support. It's a pleasure to agree to become a member of the Board of Editors.

I do think, however, that there is one very important problem that should be reopened right away, that is, the matter of title. I am sorry to confess that I have a very negative reaction to "Journal of Ortho-Psychology." The first objection is that immediately it gets confused with the Journal of Ortho-Psychiatry, the latter has been a long time in the field and I don't think we could ever get more out of our title than the second thoughts of readers who would say, "Oh, yes, this is not the Journal of Ortho-Psychiatry."

Also I think one of our grave defects in our wing of psychology is our lack of success with terminology. I think you ought to send us all a list of possible titles and let us react in detail. The title is not at all unimportant for such a journal. Beyond these points let me simply give you my enthusiastic congratulations, and I'll back it up fully.

Sincerely,

Rollo May

ADRIAAN L.
VAN KAAM

DUQUESNE UNIVERSITY
PITTSBURGH 19, PA.

copied & sent to maslow

February 15, 1958

Dr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Dr. Sutich:

Your letter concerning the founding of a new Journal of Psychology and your Statement of Purpose brought very welcome news.

My general psychological orientation corresponds indeed with your Statement of Purpose. I feel that the journal projected is long overdue and I will be glad to cooperate with your project in all possible ways.

You kindly invite me to offer any suggestion that I may have regarding this new journal. I am grateful for this invitation which makes me feel free to express some suggestions.

Reading your Statement of Purpose I was struck by the fact that the objectives described are for the major part the objectives that characterize the current European change in psychology among the so-called phenomenological-existential psychologists.

I am convinced that psychology would gain in depth, scope and inspiration if the psychologists of Europe and America were continually aware of each other's theories and research. This is not the case. Your Statement of Purpose—rightly mentioning Adler and Jung—does not mention the European psychologists most in line with your thinking such as Buytendijk, Frankl, van den Berg, van Lennep, Binswanger, Bachelard and Pradines among others. On the other hand those European colleagues themselves do not know about our group because there was not a journal like Ortho-Psychology to make contributions known to them. I am rather recently over from Europe and have regular contact with members of the group there. For those psychologists, American Psychology is only that which is presented in the current psychological journals.

The situation described represents a rather amazing and disconcerting state of affairs. Important groups of psychologists in the United States and in Europe cherishing the same ideas, dissatisfied with behaviorism and psychoanalysis in its classical formulation, are unable to profit from each other's theories and research.

I would like to reflect on two questions regarding this state of affairs.

1. Why is it that the psychologists of both continents who cherish the same ideas do not know about each other's theories and research?
2. How can the Journal of Ortho-Psychology contribute to a solution of this problem?

I will present neither a perfect analysis of the situation nor its final solution. This is only a modest attempt to open the discussion not to close it. Perhaps my reflections may somehow contribute to your project.

I. Why is it that the psychologists of both continents who cherish the same ideas do not know about each other's theories and research?

I offer only a few possible explanations of this phenomenon.

1. The current American journals present such a one-sided picture of American psychology that many

"Third Force -Psychologists" in Europe do not have any hope of finding psychologists in America who would be really interested in their studies. As a consequence such an excellent psychologist as Buytendijk has his Dutch publications translated into French and German but would not even think about an English translation.

2. The "Third Force -Psychologists" in Germany and France were inspired by modern thinkers in philosophy. They borrowed from philosophy not only worthwhile concepts, methods and theories but also terms and expressions which are necessarily strange, difficult and disturbing to psychologists who are not familiar with certain forms of modern philosophy.

3. A small number of American psychologists may read French and German publications. But they are unable to read in their native languages the publications of the "Third Force-Psychologists" in the smaller European countries notably Belgium and Holland. This is the more regrettable because the psychologists of these latter countries tend to be more empirical and operational in their formulations than are their colleagues in France and Germany. Therefore their publications should be more familiar to the American psychologists.

4. The few European psychologists who wrote books or papers for American colleagues were usually unable to write a language that was understandable or to take into account the American frame of reference. A striking example is the book by Ulrich Sonneman, "Existence and Therapy" New York: Grune & Stratton, 1954. I have still to meet the first psychologist who can honestly say that he read the whole book and understood it. These authors probably did not complement their European background by the study of psychology in American universities. They were surely unaware of the splendid American contributions to the new psychology spread over so many excellent papers which never reached publication in American journals. Those papers could have taught them how to express European contributions clearly and concisely in a language that is truly meaningful to the American psychologist.

5. Psychological provincialism—unkown to that astonishing degree in other sciences—is of such long standing that various psychologists of both continents speak now a different language even when they try to express the same ideas.

II. How can the journal of Ortho-Psychology contribute to a solution of this problem?

After enumerating briefly some of the possible explanations of the situation concerned it might be possible to speculate on the eventual contribution of the Journal of Ortho-Psychology to a solution of this problem.

A. Firstly I would like to mention some contributions one could conceive of which would be rather ineffective.

1. The solution will not be to feature from time to time

a paper concerning the theories and the research of those European colleagues who have the same orientation as the "Third Force-Psychologists" in the U.S,A. Such occasional reminders of some work done in Europe may arouse some interest but will not lead to a continually stimulating awareness of the analogous trends and theories there.

2. The solution will not be to translate certain European papers or to ask European psychologists working in Europe or visiting this country to contribute papers to your journal. The gap between American and European expression is at present too wide. Such papers will be unfamiliar in tone and formulation. For many readers it will be difficult or even impossible to grasp their real content.

3. The solution will not be to include reviews of the European publications concerned. If it is already difficult to comprehend a psychology expressed in an unusual terminology it will be nearly impossible to grasp this psychology from treatments in relatively short book reviews.

B. After listing the attempts at a solution which seem to me ineffective, I would like to present some positive suggestions.

1. Include a regular column devoted to analogous trends in Europe. The science of psychology like physics, chemistry and other sciences will develop best when one does not treat this science as a local national affair. One periodical feature concerning the contributions of all other nations will not be too much when the other pages of your journal are devoted to local national contributions.

2. Obtain a redactor for that regular column who is aware of what is going on among the psychologists of the American "Third Force" as well as those of the European "Third Force".

3. That feature has to be not merely a report, but rather a creative attempt to present in an understandable way those aspects of the European developments in psychology which are of direct interest to those psychologists who rally around the Journal of Ortho-Psychology.

4. The redactor concerned has to develop contacts with the various European groups concerned, encouraging them to read your journal and to comment on it. As understanding develops concerning our group of psychologists—rather unknown to the Europeans up to this moment—it might be that some of the Europeans will be able to write papers for your journal which take into account the verbalization of the American psychologists of our group. The redactor of your regular column could by means of his increasing experience become a worthwhile guide for our European colleagues.

5. The redactor concerned has to stimulate also the publication of papers of American psychologists of

our group in psychological journals of Europe.

The final result could be the growth of an international "Third Force" that would construct in a quicker and more efficient way the new psychology envisaged in your stimulating Statement of Purpose.

My sincere congratulations on your wonderful and courageous project.

Sincerely,

A. L. van Kaam

Adrian L. van Kaam

Department of Psychology

HARVARD UNIVERSITY
DEPARTMENT OF SOCIAL RELATIONS

ROBERT W. WHITE
CHAIRMAN

EMERSON HALL
CAMBRIDGE 38, MASSACHUSETTS

February 26, 1958

Mr. Anthony J. Sutich,
2637 Marshall Drive,
Palo Alto, California.

Dear Mr. Sutich:

I am flattered by your invitation to become a member of the Board of Editors of the proposed new Journal of Ortho-Psychology but I shall have to apply to it the same logic that has led me to refuse membership on three other such boards in the last few years.

I have a particularly strong distaste for editorial work and it annoys me even when only a very few manuscripts are sent my way for advice. As a result, I do the job belatedly and badly and in editorships which I already hold I have never done anything to round up good manuscripts. Therefore, I must say, "No."

My views on editorship naturally make me admire the heroism of those who undertake it and I wish you the best of luck in this new venture.

Sincerely,

Robert W. White

Robert W. White

RWW/rjt

March 3, 1958

Dr. Abraham Maslow
Psychology Department
Brandeis University
Waltham 54, Massachusetts

Dear Abe:

I am enclosing copies of a number of letters received in response to our Statement of Purpose. In general I think they are very encouraging. I plan to continue making copies of all correspondence, coming and going. Unless you indicate otherwise, I shall send you separate copies of all relevant and significant communications.

I am in receipt of several articles for possible publication. Also, as you will see in the enclosed copy, there are offers of articles and papers whenever we are ready for them.

Tony

P. S. I am also returning the copies of the letters from Gardner and Murphy which you sent at my request. We found our missing copies of them.

THE OHIO STATE UNIVERSITY

COLUMBUS 10

107A Arps Hall

17 March 1958

Professor Abe Maslow
Brandeis University
Waltham, Massachusetts

Dear Abe,

If I have not already done so, add my support to that of others for the new magazine, Journal of Ortho-Psychology. Tell Sutich. While I'm not writing much now, I have a back log when I can get to it, and needs an outlet. More important than that is the need for a rallying place for the kind of people it is to appeal to. THANKS for boosting it into possible existence. I must have replied on this before.

Just had chance to read the last two mimeos over again--"Power Relationships...." and paper in Conference on New Knowledge in Human Values. Latter expecially useful to nourish my thought. Among other things, liked the simultaneous and togetherness of Being and Becoming. Think it is possible to do same for Being and Belonging and Becoming to get out of dichotomy of culture versus inherent nature. Add alo the "Befitting" to put in another one, emphasizing the act and feeling and accomplishment of the being-becoming-belonging. Gets me into the model. Enclosed are two highly repetitious papers, but from different angles in their introductions and conclusions--one at Merrill Palmer and the other with a bunch of regular(?) psychologists (?) at Salt Lake City Conference on Selecting Creative Scientific Talent--both papers trying to lay out the model that seems to best catch up the forming of the most of my experience.

Have had chance to work with some people in Health in the U.S. Office of Vital Statistics. Trying to work up ways of measuring positive health, or levels of wellness, or levels of health, however this is to be said. Halbert Dunn, head of Vital Statistics, is lead man. Much interested in creativity. Teaching course at New School. He's interested in your work. Hope he can find ways of getting you involved since he intends to find ways of financing these researches in which many of us are interested. Has sense for the administrative side of all these things while being a tested man, thinking in his own right. Asking him to send you his recent exploratory paper into the realm of theory--man as an energy system.

Can't write more now. Think of you often.

Sincerely,

Ross L. Mooney
Coordinator of Research

Copy to Maslow

THE UNIVERSITY OF CHICAGO
CHICAGO 37 · ILLINOIS

DEPARTMENT OF SOCIOLOGY
1126 EAST 59TH STREET

March 24, 1958

Dr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Dr. Sutich:

What you say in your letter of March 13th is very encouraging. If it is not too late, I would like to accept your invitation.

I am sure you realize from our previous correspondence that I cannot take on very heavy burdens at this time. But I am enthusiastic about your aims and about the people who have joined your Board. You asked for suggestions and I think of one person of profound humanistic interests who might be asked to join, namely Lewis Mumford (his address is: Amenia, New York). Mumford represents in his own person and in the work he has done the aims you avow and has escaped specialization to the point where he cannot even be called a "social scientist."

Whether among the more relatively orthodox psychologists one might find one or another possible "heretic" you would know better than I. I would think of Nevitt Sanford and perhaps Harry Murray as such candidates.

Sincerely,

David Riesman

DR/c

April 3, 1958

Dear Abe:

Now that we have a substantial, though not complete, Board of Editors, I find myself confronted with the problem of just what are its functions and procedures going to be. I grant that editorial people presumably edit, but that ain't enough for the moment.

It occurs to me that it might be desirable to outline some of their rights and responsibilities in a general sort of way, leaving it up to the respective members to relate themselves to these rights and responsibilities in an individualized manner.

I am enclosing a copy of proposed rights and responsibilities of board members. Please check and comment, or if this is unnecessary, say so, and return to me.

Tony

April 3, 1958

Proposed Rights and Responsibilities of Members of Board of Editors of Ortho-Psychology Journal

1. To submit relevant research papers, articles, etc. of their own.
2. To recommend for publication relevant articles, papers and studies to which they may have access.
3. To encourage and recommend the writing of relevant articles, papers, etc., with a view to possible publication.
4. To express criticisms of any phase of the work of the Ortho-Psychological Foundation and/or its publications.
5. To recommend changes of any description that might improve the effectiveness of the journal, whether referring to content, style of presentation, format, etc., etc.
6. To exchange views, evaluations, etc. formally or informally, as the case may be, with other members of the board.
7. To make policy recommendations.
8. Board members shall have the right to reject or recommend modifications of material submitted to them for possible publication.
9. When necessary, members of the board may initiate a call for a formal or informal meeting for the purpose of discussing and acting upon matters of sufficient concern to warrant such conferences.
10. The Editor, whether described as executive, general or otherwise, shall have the primary responsibility for carrying out the policies of the Board of Editors.
11. The Editor shall be chosen or approved by the majority of the Board of Editors.
12. The Board of Editors shall have the right to replace or choose the succeeding editor by majority vote.
13. The members of the Board of Editors shall automatically become members of the Board of Directors of the Ortho-Psychological Foundation, unless they specifically request otherwise, and the Executive Director of the Corporation shall be appointed by the members of the Board of Directors.
14. The Executive Director of the Foundation need not necessarily be the Editor of the journal.

[illegible] thought this "premature"

317

April 18, 1958

Dr. A. M. Hubbard
1303 Powell Street
Vancouver, B. C.

Dear Dr. Hubbard:

It has come to my attention that you are engaged in a research project that is concerned with the effects of controlled doses of LSD25. Also that you have supervised a number of experimental studies in this area. The reports that have come to me indirectly clearly demonstrate a conscientious, intelligent, objective and understanding pursuit of your work.

For the past year I have known about LSD research in various parts of the world, some of it in this area. Very soon I expect to receive LSD tapes from a friend in Vancouver, B. C., Dr. Ananda Bhavanani, head of the Yoga Life Foundation. Just last week I had a most pleasant visit with Dr. Joseph Boucher of the same institution. Dr. Boucher is on his way to a conference in Southern California and he spoke very highly of you.

The above is preliminary to my request for whatever findings you may care to make available in connection with your research. Also would it be possible for me to obtain supplies of LSD25 for research purposes without going through local medical channels; for instance under your auspices? I understand that you have made supplies available to Dr. Betty Eisner and to a local religious organization more generally known around here as the Sequoia Seminar.

Sincerely yours,

AS:ds

Anthony Sutich

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

April 23, 1958

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

On your list of responsibilities and rights of the board of editors, of course you must do as you see fit since you are the boss. Please don't take my suggestion as anything more than my own experience. In general, I have found that when I was asked to be on the board of editors and there was a danger of getting too involved or if it meant too much work, then I refused; but I was perfectly happy to help along when it was essentially an honorary and advisory position. I suspect some others at least will feel this same way, so my suggestion is to wait until the journal is safely rolling along before clarifying the rights and responsibilities. Every efficient journal turns out tobe essentially a reflection of its editor-in-chief. It seems to be the most functional way. As for your note on equality, I suggest you write to Dorothy Lee. Her thinking and writing on this subject is the best I have seen. I agree with her that the concept "equality" is ordinarily used, rests almost entirely on comparability, evaluation in hierachy with respect to others, etc. If you take seriously the uniqueness and non-comparability of the individual, then the whole concept has to be drastically re-phrased. So, for instance, men and women cannot be compared with each other in their essence and it therefore doesn't make sense to speak about equality of the sexes except in an external, social, political or economical way. Equality must mean only equal political rights or legal rights or the like; it can never mean equality of essences or uniqueness.

If you are interested, you ought to write this up for publication. It is badly needed. The term has been treated almost entirely in an external and conventional way.

Cordially,

Abe

A. H. Maslow

AHM:vc

Dictated by Dr. Maslow but signed in his absence.

Amenia, New York: 27 April 1958

Dear Dr Sutich:

Your letter removes my misgivings: I accept your invitation and take on whatever responsibilities go with editorial membership. You may know my name: but I would not yield it unless I were prepared to give more than my name. With warm good wishes

Faithfully yours
Abraham Maslow

The Commission for the Study of Creative Imagination

ABRAM HOFFER, Ph.D. M.D.
Division of Psychiatric Research
Department of Public Health, Sask.

HUMPHREY OSMOND, M.D. M.R.C.S. D.P.M.
Superintendent, Mental Hospital
Weyburn, Sask.

JOHN SMYTHIES, M.D. M.R.C.P. D.P.M.
Department of Psychology
National University of Australia
Canberra, Australia

WILLIAM C. GIBSON, D.Phil. (Oxon.) M.D.C.M.
University of British Columbia
Advisor

FIAT

HUGH L. KEENLEYSIDE, M.A. Ph.D. LL.D.
Director General Technical Assistance
United Nations New York

W. KLUKAUF, J.U.D. R.C.P. Ph.D.
Mexico City, Mexico

ALDOUS HUXLEY Author
Los Angeles, California

GERALD HEARD Author
Los Angeles, California

A.M. HUBBARD, Ph.D. Scientific Director
Vancouver, B.C.

VANCOUVER, B.C.
Telephone TAtlow 1830

1308 Powell Street.

April 30, 1958

Dr. Anthony Sutich,
2637 Marshall Drive,
Palo Alto, California.

Dear Dr. Sutich,

Many thanks for your kind letter of April 15th.

It was very interesting to know that there are more people becoming interested in LSD analysis, and I do wish you luck in your endeavors.

Although I have not met the doctor you spoke of who called on you recently, nor do I know the other man although I have met friends of theirs. I am familiar with the group in Palo Alto and with groups in other places. They are ~~mix~~ doing some very wonderful work.

I do not supply the LSD for them, as the material is very scarce and hard to obtain, and I have had a great deal of trouble in getting enough for our own work here. The material is supplied to Dr. Betty Eisnor in Los Angeles by the Federal government, as she is employed in the U.S. mental hospital there.

Do let us have a word as to how you are making out with your research there.

Sincerely yours,

A.M. Hubbard.

AMH/aa

ERICH FROMM
180 RIVERSIDE DRIVE
NEW YORK 24, N. Y.

May 3, 1958

Dear Dr. Sutich,

I am sorry that due to illness my reply to your letter has been delayed.

I appreciate very much your invitation to be on the Board of Editors for the new journal but I have decided some time ago because of being on so many boards, not to continue this practice unless I find the time to be an active participant.

Unfortunately, I have such a heavy schedule that I do not feel I could do so.

Sincerely yours,

Erich Fromm

Copy - for file

DRAFT

May 16, 1958

Dear Dr. Fromm:

Thank you for your letter of May 3rd. I'm very sorry to hear that illness caused such a long delay in your reply to my letters. Actually, you didn't look too well on the T. V. program in which you participated several Sundays ago.

Your decision to decline our invitation to be on the Board of Editors of the new journal is extremely disappointing. We had looked forward so much to your joining us. I can understand, of course, that your heavy schedule makes it very difficult for you to do full justice to your membership on so many boards. But, my dear Dr. Fromm, aren't there boards and boards? And aren't you implying that one is more or less as important as another?

With regard to being "an active participant", isn't it true that the term "active" is relative? Actually, your name on something that you approve carries great weight, whether it be a journal, an organization or whatever. Furthermore, aren't you being discriminatory against us if you do not resign from those "so many boards" you are already on but on which you are not, in your own words, "an active participant"?

My dear Dr. Fromm, I believe that you belong with us. Please reconsider our invitation. Name your own conditions for participating! It is the basis on which several others

have joined our Board of Editors. For your information, the Board of Editors of the new journal, as yet incomplete, consists of:

Dr. Abraham Maslow, Dr. Kurt Goldstein, Dr. Rollo May, Dr. Dorothy Lee, Dr. Clark Moustakas, Dr. Robert Hartmann, Dr. David Riesman, Dr. Andras Angyal and Dr. Lewis Mumford.

Sincerely,

Anthony Sutich

P. S. One of these days I hope to have enough time to write at length about what I consider to be an inadequate amount of material on "affection", "best friend", "effortless communication", and "playfulness" phenomena in your discussion of The Art of Loving.

321

UNIVERSITY OF CALIFORNIA

DEPARTMENT OF PSYCHOLOGY
BERKELEY 4, CALIFORNIA

May 28, 1958

Dr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Dr. Sutich:

I have had some trouble deciding how to answer your letter of April 14th concerning the new journal of Ortho-Psychology. I guess my answer is that I do not feel I belong on the Board of Editors. Whereas I am fully in sympathy with many of your aims, and agree about the need for a new journal, your Statement of Purpose seems to involve a commitment to an ideology in which I do not fully participate. I have been identified for many years as a Freudian psychoanalyst, and while no psychologist, of course, wishes to be totally embraced by any school, I have never had occasion to reject my Freudian outlook. For that matter, I have no particular quarrel with stimulus-response psychology. For me these two kinds of psychological theories are still very fruitful when it comes to producing the kind of knowledge that is necessary to a rational consideration of values. In short, I could not very well join a movement that is frankly in opposition to certain kinds of approaches in psychology that I still find valuable.

I should enjoy discussing some of the issues involved with you and with other members of the present Board of Editors. I am likely to see some of the latter when I go East next month, for the summer, and shall try to find an occasion for some discussion with them.

I am happy that you thought of me in connection with this venture, and would like very much to be associated with the people you name in such an important enterprise. I am afraid, however, that the present enterprise is not quite the right one for me.

Yours sincerely,

Nevitt Sanford

Nevitt Sanford
Professor of Psychology

NS:SB

HARVARD UNIVERSITY

DEPARTMENT OF SOCIAL RELATIONS

PSYCHOLOGICAL CLINIC ANNEX

36 DeWolf Street
~~Boylston Street~~
Cambridge 38, Massachusetts

June 19, 1958

Dr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Dr. Sutich:

Your invitation to join you in founding a new journal arrived while I was in Europe on leave of absence, and I found so much mail awaiting me on my return that I reached your letter only very recently.

Here I am one hour before I must leave for my vacation, and I feel I would like to have more time to consider your proposal before giving you a definite answer. Of course, I am rightily drawn to your idea, and amy wholly sumpathetic with your aim. All the present members of the Board are known to me personally or by reputation, and it would be a great honor to be associated with them and stimulating to be involved in a common purpose—so much needed these days. On the other hand, I have found from experience that I cannot do justice to most of the enterprises with which I am already connected. It is distressful to me to realize that I am not pulling my oar in the boat, and I have resigned from several associations on this account.

If you will permit me, I would like to have the summer to consider your invitation, and preferably discuss it with Dave Riesman when he arrives at Harvard late September. I hope this postponement of my decision will not inconvenience you.

Sincerely yours,

Henry A. Murray

Henry A. Murray

HAM:MI

ERICH FROMM
GONZALEZ COSIO NO. 18
MEXICO 12, D. F.
TELEPHONE 23-04-19

30th July, 1958.

Dr. Anthony J. Sutich,
2637 Marshall Drive,
Palo Alto, Calif.

Dear Dr. Sutich,

After my return to Mexico I was so swamped with work that I could not think properly of your suggestions in your letter of May 19th.

I have done so now, and although with some misgivings, I yield to your reasoning, and am willing to serve on the board of editors, provided that the nine people you mention have also agreed.

Sincerely yours,

Erich Fromm

Aug. 1958

ANNOUNCEMENT RELEASE FROM THE ORTHO-PSYCHOLOGICAL FOUNDATION:

TO: The Editor

We would appreciate the publication of the following announcement at your earliest convenience:

The ORTHO-PSYCHOLOGICAL FOUNDATION announces the founding of a new journal under the title JOURNAL OF ORTHO-PSYCHOLOGY.

The JOURNAL OF ORTHO-PSYCHOLOGY is concerned with the publication of theoretical and applied research, original contributions, papers, articles and studies in values, autonomy, being, self, love, creativity, growth, organism, self-actualization, basic need-gratification and related concepts.

The members of the Board of Editors of the JOURNAL OF ORTHO-PSYCHOLOGY are: Dr. Andras Angyal, Psychiatrist; Dr. Erich Fromm, Psychoanalyst; Dr. Kurt Goldstein, Psychiatrist;; Dr. Robert Hartman, Philosopher; Dr. Dorothy Lee, Anthropologist; Dr. Abraham Maslow, Psychologist; Dr. Rollo May, Psychotherapist; Dr. Clark Moustakas, Psychologist; Dr. Lewis Mumford, Sociologist and Philosopher; and Dr. David Riesman, Sociologist.

Authors are invited to submit manuscripts. The publication of the first issue is scheduled for January, 1959.

Address all communications to:

ORTHO-PSYCHOLOGICAL FOUNDATION
Anthony Sutich, Director
2637 Marshall Drive
Palo Alto, California

End. #3

8/5/58

INFORMAL PROGRESS REPORT

1. A year has passed since Dr. Maslow invited the writer to take on the work of setting up a new journal. It was to serve as a publication outlet for the growing number of psychologists and other professionals interested in what has been described as the "third force" in psychology.

2. After much correspondence over the pros and cons of various titles, it became very clear that the most appropriate was the Journal of Ortho-Psychology. The title originated with Dr. Maslow, and the writer is heartily in accord with it.

The title was criticized by various responsible people. It seems, therefore, that a word or two of clarification is in order: "Ortho" is an extremely useful term. It is rich in connotations, as even the most cursory check in a large dictionary will reveal. However, one of the difficulties with "ortho" appears to be that two of the most important connotations are usually left out of smaller dictionaries, including the better ones. They are "to grow" and "cause to grow." On the other hand, certain connotations usually included, such as "straight", "right" and "true", lend themselves to misinterpretation. They give the impression of "orthodox", "conventional", etc. Naturally, this is unfortunate. But it is only a minor disadvantage. The connotations "to grow", "to cause to grow", "straight", "right", and so on, in our usage, add up to one emphasis, namely, a "healthy", "positive" psychology that does not exclude any relevant consideration of psycho-pathology and the "normal" or "normative", but most certainly does stress maximal or optimal human development, that is, self-actualization. So much for the title.

3. Shortly before the beginning of this year a Statement of Purpose was agreed upon, and in January it was sent out to the more than ninety distinguished individuals in various professions who comprised Dr. Abraham Maslow's original mailing list. Since that time, twenty-five others have received copies.

4. The response to the Statement of Purpose has been most enthusiastic and encouraging. One or two objections have been made on grounds that the project has not been fully thought out. In two instances the complaint was that there would be overlapping to some extent with other journals. The objections, however, do not seem to carry much weight. It would be hard, at the outset, to shape up any new and major enterprise of such significance and scope in a fully defined and delineated manner. Several other reactions cannot be construed as anything other than friendly expressions of caution or concern about the difficulties that might be encountered, especially financing.

5. A distinguished Board of Editors has been organized. The following are members: (See attached list) We also have three "wait and see" replies to invitations.

6. The financial problem is certainly of basic importance. Both Dr. Maslow and the writer have given it much thought. Dr. Maslow suggested that we send a request for a grant to a number of foundations. Through this procedure it was hoped to expedite the

acquiring of enough funds to insure publication during the first two or three usually difficult years in the founding of a journal. A request for a grant was recently formulated and was reviewed and approved by Dr. Maslow. This request is already in the hands of one foundation.

7. Inquiries have been made with regard to the cost of printing the journal, the format, mailing expenses, etc., etc. This information has been incorporated in the request for a grant.

8. It is well known that foundations will not give grants to unincorporated groups and that an incorporated group must be organized on a non-profit, tax-deductible basis before grants will be made to it. In this connection, the writer and several interested parties have converted a previously existing foundation in order to meet this requirement. This was accomplished primarily through a change of title. The purposes of the previous non-profit corporation adequately cover the requirements of the Journal of Ortho-Psychology. California State tax-exemption has already been granted to the Ortho-Psychological Foundation. We have applied to and are waiting for Federal income tax-exemption, which we expect to receive shortly.

9. It has been recommended that a large back-log of manuscripts be built up as rapidly as possible. With this in mind we have added a call for manuscripts in the Announcement of the new Journal. The Announcement has been sent out to as many publications and other outlets as we could reach that might be directly or indirectly concerned with the general purpose of our Journal.

10. Several manuscripts have already been received. It has not been possible, however, to give them the full attention they deserve, in view of the limited time available to the writer for the project as a whole. But, with the grant proposal to the foundations out of the way, it should quickly be possible to make up the unavoidable delay.

11. However, first of all, in connection with the matter of manuscripts for publication, I am inviting you to send in your own material for publication in the Journal of Ortho-Psychology. This, of course, also applies to any other author whose work you may want to recommend for possible publication.

12. Dr. Maslow recently became a member of the Ortho-Psychological Foundation. Everyone interested in the work of the foundation is invited to join. Dues are $1.00 per year.

In general, the Journal of Ortho-Psychology is shaping up very well. Assuming we receive a grant, I would say that another six months should see us ready with our first issue.

Please feel free to comment - your reactions will be most welcome.

Anthony Sutich, Director
Ortho-Psychological Foundation
2637 Marshall Drive
Palo Alto, California

August 14, 1958

Dr. Abraham Maslow

Dear Abe:

I have good news and bad news. A week ago I received an acceptance of our invitation to Dr. Erich Fromm to join our editorial board. His first reply was a polite rejection. I thought he very much belonged with us so I wrote him again, taking up his objections.

The Announcement to journal and periodical editors has gone out—more than 70 altogether.

In view of the time consuming nature of this job of setting up the journal, I thought that it would be a good idea to send out an informal progress report. I didn't check the contents with you first, but only because you asked me not to bother you unless there were something important. You will receive a copy shortly.

There is one point, however, that I consider very important in connection with our request for a grant. This has to do with the matter of getting Federal tax-exemption for the Ortho-Psychological Foundation. For some reason, the attorney who originally wrote up the Articles of Incorporation for the Self-Actualization Research Foundation (since January, officially known as the Ortho-Psychological Foundation) neglected to tell us about the value of receiving Federal tax-exemption. There was no problem in connection with California State tax-exemption—we got that two years ago when the foundation was organized. Along about March I found out we needed Federal tax-exemption, and that's when the big headache began.

Currently, it is the practice of the Internal Revenue Bureau to recommend to all existing Federal tax-exempt foundations that before making any grants to an organization, they should check first to make sure that the receiving organization has Federal tax-exemption. If they don't check, they jeopardize their own Federal tax-exempt standing. And since we do not as yet have Federal tax-exemption status, and are not likely to get it even after we have gone through the six or eight months process, this means that we cannot accept grants from Federal tax-exempt foundations, obviously because they aren't going to jeopardize their standing.

Our new attorney, a very generous guy who is doing the legal work gratis, has taken up the matter of Federal tax-exemption with the Regional Federal Income Tax Bureau in San Francisco. He tells me that there have been so many crooked foundations set up for tax evasion and improper use of funds that the Federal government is now extremely wary and careful about granting Federal tax-exemption. The only non-profit corporations that seem to have no difficulty in getting Federal exemption are churches and colleges, or genuine charity organizations. All the others have to go through a long and complicated process, first at a regional level, and then at the national Internal Revenue Office, before a decision is made. The attorney tells me that about nine out of ten such applications are turned down. The process takes two or three months at the regional level, and six to eight months before a decision is made in Washington.

I thought that it was a mistake to have started out with an already existing non-profit corporation, through merely changing the title as in the case of the Ortho-Psychological Foundation. But this is not the case. A brand new foundation, seeking Federal income tax-exemption, has to go through a process that first involves a year of active existence before its application for Federal tax-exemption will be accepted at a regional level, and then has to wait at least six to eight months before it will be approved or rejected.

Our attorney is making all of the necessary changes in the Articles of Incorporation and By-Laws, which are necessary in order to meet the requirements of the 1954 Internal Revenue Code. Even so, we have eight months or so more to go before we can get a decision. And as I told you above, we have been told—informally, of course—that there is no way in which we can expedite this business, and no assurance that the complicated effort will be worth the while in view of the nine out of ten rejections.

Much of the trouble is due to the big stink made by Congressional investigators who in some instances have gone as far as to publically say that the Ford Foundation is subversive.

Currently, it is the practice of the Internal Revenue Bureau to recommend to all existing Federal tax-exempt foundations that before making any grants to an organization, they should check first to make sure that the receiving organization has Federal tax-exemption. If they don't check, they jeopardize their own Federal tax-exempt standing. And since we do not as yet have Federal tax-exemption status, and are not likely to get it even after we have gone through the six or eight months process, this means that we cannot accept grants from Federal tax-exempt foundations, obviously because they aren't going to jeopardize their standing.

To give you one more idea of just what is entailed, I shall repeat part of my attorney's conversation with Mr. X at the San Francisco regional office of the Internal Revenue Bureau. Mr. X: "I must inform you that even though you make all of the necessary changes to meet the requirements of the 1954 Internal Revenue Code, through changing the amendments in the Articles of Incorporation, your By-Laws, etc., etc., I'm afraid you won't get approval." Our attorney: "What else we still have to do, now that we are meeting all of your recommended changes?" Mr. X: "Well, take your new Journal for instance. You haven't included any copies so that we can see what kind of things you are actually going to have in it." Our attorney: "You already have the definition and statement of purpose and the names of the distinguished Board of Editors.

In order to publish the Journal we are seeking a grant. If we get the grant we will publish the Journal and will be glad to send you copies. But without Federal tax-exemption, which you say we are not likely to get in view of the present very restrictive policy, how are we going to give you a copy?" Mr. I: "I don't know. I can't do anything about that problem."

This is a classic example of "red tape." It reminds me of the very common and very painful experience of many who are trained for a particular job and who apply for one only to discover that experience is required. If they don't have the experience they don't qualify for the job—if they can't get the job they can't acquire experience.

You can imagine how disappointed I was to get the news about Federal tax-exemption. The new policy is being applied in a way that hurts a good many innocent people. But there it is, at least for an unpredictible period of time when corrections might be made. Obviously we can't wait six or eight months for a decision that is likely to be adverse. Even though we can't go ahead directly according to previous plan. But there are ways out of this dilemma.

I asked the attorney whether it would be possible to have an approved Federal tax-exemptionganization such as Brandeis University be designated as the recipient and administrator of any grant. Brandeis University could in turn designate a publisher, determine where the editorial office would be, etc., etc. Either as an individual or as a representative of the Ortho-Psychological Foundation, I could be given authority to carry out the instructions of a representative of Brandeis University. You might be that person. This would make it possible for us to proceed as we originally intended with some modifications of the role of the Ortho-Psychological Foundation in order to make sure that the grant does not become income of the Ortho-Psychological Foundation. In other words, the Ortho-Psychological Foundation can be the legal agent of Brandeis University, but without any remuneration beyond actual costs.

The Board of Trustees or any other governing body would have to approve any arrangement including the acceptance and administration of a grant from any foundation or donor or donors. And this is where you come in. Obviously you are in the best position to get the problem to the proper Brandeis people in order to see if arrangements can be made.

I believe the best approach now is for Brandeis to directly and officially request the grant for the Journal. I shall be ready, of course, to help out in any way I possible can. Another way out is to have a small Federal tax-exempt scientific society or small college become the applicant for and recipient and administrator of the grant.

There may be other ways that you know about, or someone else may be able to come up with a good idea. What we need essentially is a legal device or procedure for getting around the very uncertain Federal tax-exemption problem. Everything is ready to go and the need is urgent.

Our attorney recommends that we go ahead and meet every requirement we can—the only one we can't so far is the "cart before the horse" Journal copies item. If our application is rejected at the regional level, we can

and should then appeal to the national office where we can bring a lot of pressure to bear, possibly from our Board of Editors, among others. Meeting the regional requirements will take another two or three weeks because we have to go through Sacramento—the State level first, in order to amend our Articles of Incorporation. I intend to see this through all the way up the line even if it takes another year.

This Federal tax-exemption business is the damndest nuisance I have ever encountered. I'm afraid it's going to make a belligerent bastard out of me if I get any more entangled in red tape. I haven't taken up the Federal tax-exemption complication with the other members of the editorial board as yet. I wanted to hear from you first.

I hope your vacation has been most refreshing for you and your family. I expect to get a good slug of refreshment, myself, between the 1st and 15th of September.

Let me hear from you immediately.

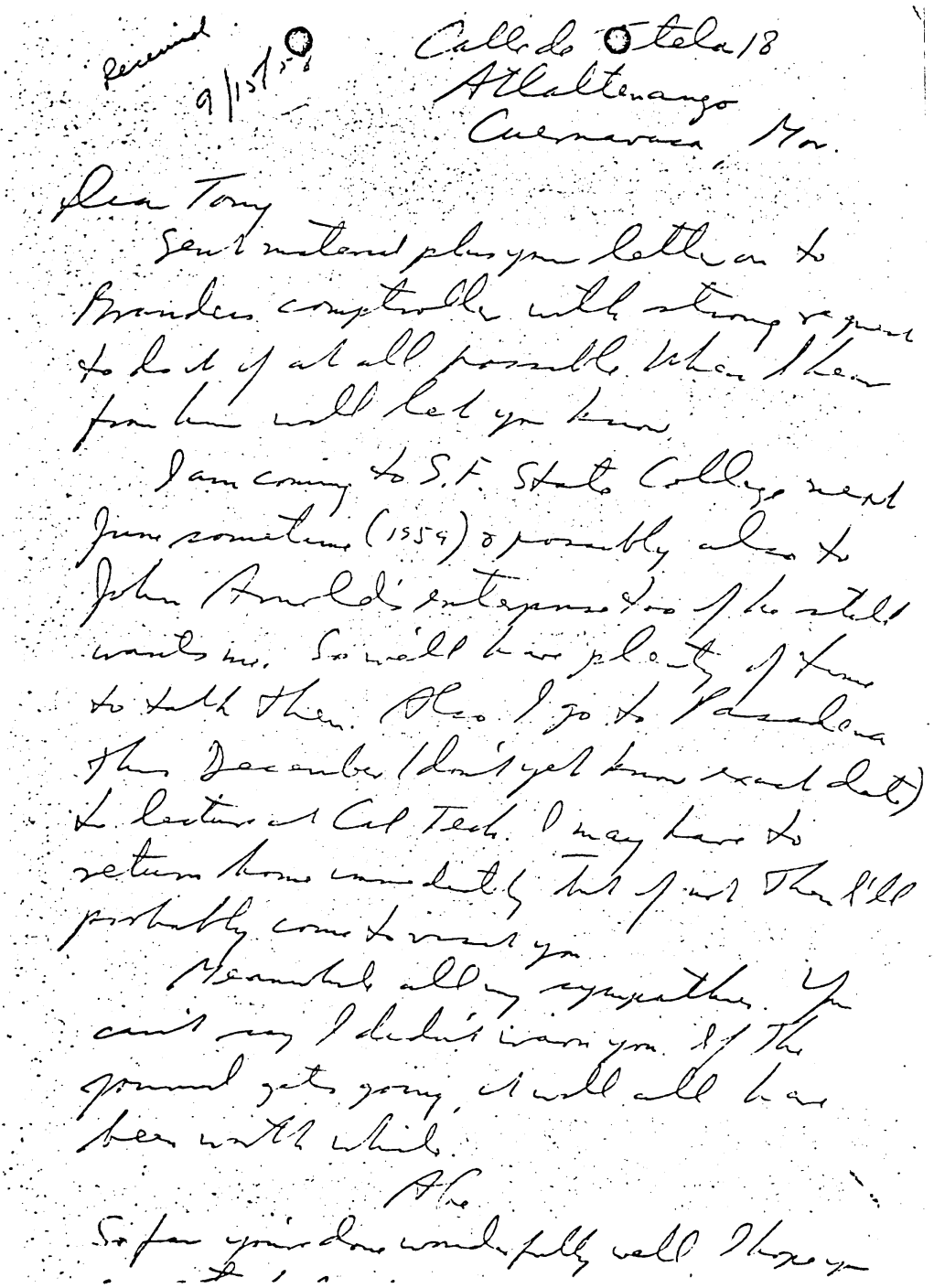
Tony

P. S. Several weeks back I sent the Request for a Grant to the Odlum-Cochran Foundation in New York. The reply I got said in effect that they had a small amount of capital and that they were pretty well committed. I was referred to two of their subsidiary organizations. But since finding out Federal tax-exempt organizations can give grants only to organizations that are also Federal tax-exempt, I felt it would be wasting time and effort to proceed without further discussion with you as to a way out of the hind we are in.

If Brandeis or any other approved organization becomes the applicant for and recipient and administrator of a grant for the JOURNAL OF ORTHO-PSYCHOLOGY, it will undoubtedly require a new formulation of the proposal you reviewed some time ago.

Man, do I feel frustrated! My wife, who is studying Italian, says "Coraggio! All is not lost—you'll find a way. All the Journal needs now is some money!"

322



copy

Callede -tela 18
Atlaltenanjo
Currnavaca, Mex.

Received 9/15/1958

Dear Tony

Sent material plus your letter on to Brandeis comptroller with strong request to do it if at all possible. When I hear from him will let you know.

I am coming to S. F. State College next June sometime (1959) & possibly also to John Arnold's enterprise too if he still wants me. So we'll have plenty of time to talk then. Also I go to Pasadena this December (I don't yet know exact date) & lecture at Cal Tech. I may have to return home immediately but if not then I'll probably come to visit you.

Meanwhile all my sympathies. You can't say I didn't warn you. If the journal gets going it will all have been worth while.

ss/ Abe

So far you've done wonderfully well. I hope you continue.

September 17, 1958

Dr. Abraham H. Maslow
Brandeis University
Waltham, 54, Massachusetts

Dear Abe:

I am just back from a two weeks vacation. Your reply from Mexico arrived while I was away.

Thanks for the pat on the back. There's nothing quite like the approval of the Maestro! I'm a stubborn guy and intend to keep plugging away at the difficulties that have been encountered. This project has been enormously rewarding to me already and, if anything, I find there are more reasons than ever before to continue.

Many thanks for urging Brandeis to be the recipient of any grant. I await word about this.

In the meantime I am going ahead with the business of Federal tax exemption for the Ortho-Psychological Foundation. While I was on vacation I had a long talk with a friend, Norman Townshend-Zellner, who is now teaching at U.C.L.A. Zellner is connected with the U. S. Dept. of Agriculture as an agricultural economist. He is on our mailing list. I believe you will be receiving some material from him if it has not already reached you. Zellner was particularly effective in pushing through most of the legislation now in force in relation to paraplegics. He is very bright guy and a great admirer of yours for a number of years back. He has connections with Congressmen and has offered to help get pressure from them on regional (San Francisco) and Washington D. C. national offices of the Federal Internal Revenue people.

I'm going to use his connections and his suggested procedure as soon as I can take care of some of the necessary preliminary work on revising the articles of incorporation to suit the recommendations of the San Francisco office.

We have a batch of new members for the Ortho-Psychological Foundation as one of the results of the informal progress report.

We have a new complication. I was planning to write you briefly today as above when the mail brought in a letter from Lawrence K. Frank. (am enclosing a copy- at least it's the version my secretary and I have been able to decipher.)

The letter which I am to receive from Dr. ~~Lynch~~ SZUREK (~~spelling uncertain~~) President of the American Ortho-Psychiatric Association has not arrived. I don't see that an official protest at this stage from the A.O.A. should change our own program in any significant respect. To be sure, we can expect some confusion. But "ortho" is a word with very broad shoulders. We happen to be identified with the "healthy" rather than the "Pathological" connotations. I don't like to antagonize any group unneccessarily. Nevertheless we can't withdraw the title "Journal of Ortho-

Psychology" in order to please the A.O.A. anymore than we could let ourselves be absorbed by Ansbacher's "Journal of Individual Psychology."

Unless you strongly advise otherwise-and I shall wait your reaction-I shall send a friendly, but firm letter in reply to the A.O.A. protest, stating that there is a very important difference between the scope and general purpose of our journal and theirs and that while there may be some regrettable confusion it will most likely be of short duration as the distinctive features of the new journal become generally known.

Hope your vacation was all that you wanted it to be. It will be a great pleasure to see you in December if possible and I and many others around here look forward to your being in this area next summer.

Tony

AJS:sas

P.S. I have a letter from Dr. Mintz of Harvard University (copy enclosed). I am also enclosing a copy of my reply. Please let me hear from you about this.

P.S. 2 9/19/58

I decided to hold up sending you the above letter for a day hoping I might get the official letter from the A.O.A. It came a few minutes ago. An exact copy is going out to every member of our Board of Editors and you should have one shortly.

I am sure that I'll be hearing from the various members of our board. But even if one or two of them are influenced or become doubtful about Ortho-psychology, I think we should go ahead. I shall delay writing the A. O. A., of course, in view of their separately contacting the members of our Board of Editors.

I must say this is an annoying development.

THE AMERICAN ORTHOPSYCHIATRIC ASSOCIATION, Inc.
1790 Broadway, New York 19, N. Y.
JUDSON 6-5690

PRESIDENT
STANISLAUS SZUREK, M.D.
SAN FRANCISCO, CALIF.
VICE-PRESIDENT
OTTO KLINEBERG, M. D.
NEW YORK, N. Y.
SECRETARY
MABEL ROSS, M.D.
NEW YORK, N. Y.
TREASURER
FRANCIS C. BECK
NEW YORK, N. Y.
EDITOR
GEORGE E. GARDNER, M.D.
BOSTON, MASS.
PRESIDENT-ELECT
W. MASON MATHEWS, PH.D.
DETROIT, MICH.

DIRECTORS
TESSIE D. BERKMAN
NEW YORK, N. Y.
EDWARD D. GREENWOOD, M.D.
TOPEKA, KANSAS
JULES D. HOLTZBERG, PH.D.
MIDDLETOWN, CONN.
GISELA KONOPKA
MINNEAPOLIS, MINN.
REGINALD S. LOURIE, M.D.
WASHINGTON, D. C.
ELIAS J. MARSH, M.D.
HARTFORD, CONN.
CLAIRE M. NESS, M.D.
CLEVELAND, OHIO
FRITZ REDL, PH.D.
BETHESDA, MARYLAND

MARION F. LANGER, PH.D.
EXECUTIVE SECRETARY

The Langley Porter Neuropsychiatric Institute
SAN FRANCISCO 22, CALIF.

September 18, 1958

Mr. Anthony Sutich, Director
Ortho-Psychological Foundation
2637 Marshall Drive
Palo Alto, California

Dear Mr. Sutich:

The announcement release from the Ortho-Psychological Foundation has just come to the attention of the Editor of The American Journal of Orthopsychiatry, the Editorial Board as well as the Board of Directors of The American Orthopsychiatric Association.

I am sure all of us in the field of human behavior welcome any new opportunity for dissemination of experience and opinions and we all wish you every success in the publication of your Journal.

At the same time I wish to bring to your attention that The American Orthopsychiatric Association for over 35 years has had a Journal entitled The American Journal of Orthopsychiatry. We are convinced that the similarity in the first part of the titles of the two Journals will contribute to confusion for readers of both Journals.

It has seemed to us very likely that because of the length of the titles, ORTHOPSYCHIATRY and ORTHO-PSYCHOLOGY, the likelihood that many people will refer to them both in the abbreviated form of "Ortho" is quite great. As a matter of fact, it is common practice for many years for people both members of The American Orthopsychiatric Association and non-members to refer to both the Association and its Journal by the abbreviation "Ortho."

I am therefore writing in the name of The American Orthopsychiatric Association to inquire whether this possibility has been given really adequate attention and serious consideration by the Directors of the Ortho-Psychological Foundation and by the Board of Editors of the Journal of Ortho-Psychology.

Since the time is short before the publication of your first issue, I am sending a copy of this letter to all the members of the Board of Editors mentioned in your announcement release about the Ortho-Psychological Foundation. I would do the same with this mailing to the Board of Directors of the Ortho-Psychological Foundation if I had a list of their names, assuming that the Board of Directors of the Foundation might not be the same group as the Board of Editors.

If the Board of Directors is a different body from the Board of Editors, I urge you to bring this letter to their attention at the earliest opportunity.

I am expressing the sentiment of the Board of Directors of The American Orthopsychiatric Association, of the Editorial Board of The American Journal of Orthopsychiatry and, I believe, that it is probably the sentiment of a great proportion of the membership of The American Orthopsychiatric Association when I urge that your organization consider seriously altering the title of your Journal. Our hope is that your own plans have not advanced to such a degree that it would cause as great difficulty for you to do so--if your organization agreed with us--as the confusion afterwards.

We are convinced that it would be of mutual advantage to the Ortho-Psychological Foundation and to The American Orthopsychiatric Association and The Journal of Orthopsychiatry if some change in the title of your Journal were effected.

We, of course, recognize that except for the reason herewith advanced there exists no reason why any Foundation should not entitle its Journal in any way it desires. None-the-less, the Board of Directors as well as the Editorial Board of The American Orthopsychiatric Association urge strongly that you give most serious consideration to this matter.

We would appreciate very much hearing from you about it.

Sincerely yours,

S. A. Szurek

S. A. Szurek, M.D.
President

SAS:rt
cc Dr. Andras Angyal
Dr. Erich Fromm
Dr. Kurt Goldstein
Dr. Robert Hartman
Dr. Dorothy Lee
Dr. Abraham Maslow
Dr. Rollo May
Dr. Clark Moustakas
Dr. Lewis Mumford
Dr. David Riesman

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

September 26, 1958

Mr. Abraham Maslow
Calle de Tetela 18
Atlaltenango
Cuernavaca, ~~New~~ Mexico

Dear Abe:

You make us all extremely envious of your description of life in Mexico. I know that you must be enjoying your sabbatical tremendously and I am sure that your intellectual efforts will be most fruitful in this environment.

I submitted your letter and that from Anthony J. Sutich to Dr. Sachar for his review and decision. Dr. Sachar does not feel that Brandeis University can assume this responsibility at this time. I am sure that you are very familiar with the multitude and variety of problems with which the University must now contend. The potential burden of time, space, people and funds that may be required for this venture is just beyond our capacity at this time.

We hope that the Foundation will be able to overcome its problems with the help of some other educational institution.

Everyone sends their warmest regards to you and Bertha. Please drop us a line occasionally.

Cordially,

Bernie

Bernard Gordon
Comptroller

Enclosures

Bad news. What a nuisance! I think we can do better with Pres Royce Pitkin of Goddard College, someplace in Vermont and Pres. Glenn Olds of Springfield College, Springfield Mass. You'll see why if you look up recent Education numbers of Sat. Review of Lit. Also Bennington College. Sachar has too many irons in the fire. Have you looked up Lloyd Morain of SF? I think he'd like to help. Also Sam Bois of Elsinore, Calif. Patience & fortitude!

Abe

BG:pa

copy

Notes on 9/26/1958
letter from
Bernard Gordon

Bad news. What a nuisance! I think we can do better with Pres. Royce Pitkin of Goddard College, someplace in Vermont and Pres. Glenn Olds of Springfield College. Sachar has too many irons in the fire. Have you looked up Lloyd Morain of S.F.? I think he'd like to help. Also Sam Bois of Elsinore, California. Patience & fortitude!

ss/ Abe

October 9, 1958

Dr. Abraham H. Maslow
Psychology Department
Brandeis University
Waltham 54, Massachusetts

Dear Abe:

Thanks for your letter which I read Monday.

Sunday morning I got a call from Dr. Szurek. He is going East for a Board Meeting of the American Ortho-Psychiatric Association and wanted to know whether we had decided what we were going to do about the "confusion" of Ortho-Psychological with Ortho-Psychiatric. He seemed to be particularly concerned about your relationship to Ortho-Psychology as well as my own. I gave him a brief background.

I was surprised to find that he was unfamiliar with your work. I didn't tell him flatly that we were going to go ahead with Ortho-Psychology or that we would give it up, since I had yet to hear from any of the members of the Board, especially you. In passing, however, I pointed out to him that there is a certain parallel between psychiatry and psychology on the one hand and Ortho-psychiatry and Ortho-psychology on the other. Also that Ortho is a very rich term, broad enough to cover a good many different uses. I mentioned orthopedic for example and orthodontist. I even tried to see whether we couldn't get on a less grim or serious level by pointing out to him that he must have seen the same billboards that I had seen last month while I was on vacation, billboards advertising the Standard Oil Company's product "Ortho", with the slogan "Us bugs hate Ortho!". He had seen the billboards, but he couldn't see anything funny about them, so I gave up trying to inject a relieving, humorous note.

Dr. Szurek wound up with the request that if anything new developed in connection with our journal title, he wanted it as soon as possible so that he could present it to his Board in New York, the middle of this month. He wanted your Brandeis address and asked when you would return from Mexico. The latter information I couldn't give him, since I didn't know it myself.

My concluding impression of Dr. Szurek was that he was very anxious about the future of the title of Ortho-Psychiatric versus Ortho-Psychological and really didn't give a damn about our general purpose.

You will find enclosed a copy of a note from Dr. Riesman. He obviously feels pretty strongly about Ortho-Psychological. So does Dr. Goldstein judging by the remarks that accompanied his acceptance of membership on the Board several months ago. I expect to hear from other members of the Board who should by this time have received copies of Dr. Szurek's letter to me. I didn't like

Szurek's tactic of sending copies to all the members of the Board, but it was certainly a clever move.

Damn it all! What to do now? I appreciate your suggestions that I write to the Ortho-Psychiatric Association explaining that the "Ortho-psychological" was selected after long discussion and that it was the best we could do. But I don't think that it is appropriate to tell them that we would be glad to accept a better name if they can think of one. This seems like depending too much on them. Rather, I think that if a change is to be made, it should come from us. Several of our people have expressed a preference for "Third Force", I like it to some extent, but it seems a bit abstract. Journal of the Third Force is really awkward.

I would hate to have the Journal title become a kind of public football kicked around by far too many people for too long a period of time to do us any good. There may be no choice, therefore, but for you to select some other name if a new one must be found. What say?

If a number of our Board of Editors express disapproval of Ortho-Psychological now that Szurek has raised the question with them, it may become difficult to proceed against such opposition. This is a ridiculous situation.

It is obvious that this whole new field of inquiry calls for a general label and that sooner or later it will be given a name. Since you appear to be open to suggestions, what do you think of SELF-PSYCHOLOGY as a covering name? I know that the term "self" has been used by all kind of people, and it would involve controversy and confusion here and there. But isn't the psychology concerned with "self-actualization" really the psychology of self to put it differently? "Self" has over so many ramifications, almost without number. "self-respect", "self-assertion", "self-expression", "self-growth", or "self-development", and "self-direction". One could go on with "self-system", "self-consistency" and Erich Fromm's "self-love"----you could add any number of related terms. Isn't "autonomy" in our general definition of Ortho a matter of "self-dependence", including responsibility toward one's self and "self-rights", so to speak? "Being" may be described as a condition of the self and vice versa, perhaps. I have looked up "self" and related terms in English and English's Dictionary of Psychological and Psychoanalytical Terms. My impression is that we could use "SELF-PSYCHOLOGY" without doing any real injustice to M. Caulkins, C. G. Jung, V. Raimy, W. James, H. B. English, W. McDougall and Gordon Allport among others. In the long run, the kind of material we publish should play a real part in determining a generally acceptable definition of self-psychology. Allport's "Proprium" doesn't seem to be comprehensive enough for our purposes.

"Self-psychology" is the best I can offer as a substitute for "Ortho-Psychology", at least for the time being. But let's not give up Ortho-Psychological unless and until we have to!

Thanks for the follow-up letter to Brandeis on the legal device business. I shall look up Lloyd Morain. Also thanks for your encouragement. I shall keep you informed, muy pronto, on developments.

It will be great to see you in December.

Tony

October 15, 1958

Dr. S. Szurek
Langley Porter Clinic
Neuropsychiatric Institute
San Francisco 22, California

Dear Dr. Szurek:

As I mentioned in our telephone conversation, I had not yet read a letter from Dr. Maslow which had just arrived. I was quite sure that it contained material relevant to our discussion and my guess was correct.

Dr. Maslow is quite naturally concerned over the disagreement that has arisen over the use of the name "Ortho-Psychological" for our journal. He asked me to write you in order to point out that Ortho-Psychological was selected only after a long discussion and that it was our best choice.

We shall proceed with a reexamination of the use of "Ortho-Psychological" in the title of our journal. Dr. Maslow, of course, is open to suggestions from any source for a better title.

I expect to hear from the various members of our Board of Editors to whom you have sent copies of your letter to me. Furthermore, I shall check on their replies with Dr. Maslow for his final decision. This may take a while.

From our phone conversation I know how anxious you are to have a definite answer before your forthcoming Board meeting in New York. I deeply regret not being able to give you a more conclusive one at the present time.

Sincerely,

Anthony J. Sutich
Director, Ortho-Psychological Foundation

AJS:ms

Psychosynthesis Research Foundation, Inc.

"VALMY", P. O. BOX 3895, GREENVILLE, DELAWARE

October 21, 1958

Dear Dr. Sutich:

Dr. Assagioli of Florence, Italy, our Chairman, has sent on to me your "Informal Progress Report" and asked me to express his full support of your project for the new Journal of Ortho-Psychology. My fellow directors and I heartily concur with his support and trust that you will keep us fully informed of developments.

The work of this Foundation is just getting under way following on a conference held in May of this year, so that we are in much the same position as you in regard to tax-exemption - we shall be applying for confirmation of our tax-exempt status early in the new year. This naturally has a bearing on any support we can give but at this time I think I can assure you of the interest and support of several of our contacts. In this connection may I make a suggestion?

What do you think of the idea of asking for subscriptions in advance from those people who have expressed definite interest in the Journal? I have known this being done in the past with very successful results; and in addition to helping provide your needed funds it gives people who are not directly concerned with the publication of the Journal the sense of sharing in the launching of a worthwhile venture.

A further suggestion is that if you wish we would be willing to send a copy of your Progress Report to those people on our mailing list who receive our Newsletter. This List totals about 75 names, of those who have expressed a definite interest in psychosynthesis. A copy of the first issue is attached and we would be willing to include a couple of lines in our next letter (to be sent out early in November), referring to your Project and enclosing your Report. We would, of course, take off any names to whom you are likely to have already sent the Report, e.g., Dr. Maslow or other names on his Special List (which he made available to us some months ago).

In conclusion may I express my appreciation of the third paragraph of your Report regarding the title of the Journal. It produced a fellow feeling because we recently received a very amusing letter regarding our own title and the word "psychosynthesis"!

Pending further word from you I will simply enclose my personal check for $5.00; however, please make your receipt to the Foundation.

Looking forward to hearing from you and with warmest good wishes for the success of your venture,

Yours sincerely,

Frank Hilton

Frank Hilton, Administrator
P. R. F.

Dr. Anthony Sutich, Director
Ortho-Psychological Foundation
2637 Marshall Drive
Palo Alto, Calif.

FH:ms

October 21, 1958

Dr. Abraham H. Maslow
Calle de Tetela 18
Atlatenango
Cuernavaca, Mexico

Dear Abe:

I am just completing a letter to Dr. Pitkin of Goddard College, Vermont, Massachusetts, explaining our position on the grant business and inviting his organization through him to be the sponsoring organization for the journal grant. However, instead of sending the letter to him directly, I am forwarding it to Dr. Dorothy Lee and Dr. Clark Moustakas for their consideration. You mentioned their names on the envelope flap, but without indicating any specific purpose. I assume you want them to help out in this business and I think it's a fine idea.

I know very little about the Merrill-Palmer school legal structure, but it occurs to me that Merrill-Palmer may have Federal tax exemption and might be able to sponsor the request for a grant within the scope of its general purpose and policy. As far as I can see, there can be no harm in asking. Undoubtedly, if Merrill-Palmer could sponsor the journal, it would be a real coup. Then it would be possible for Moustakas and/or Lee to sign the request for the grant.

Moreover, there would be no problem in connection with the continuation of the Ortho-Psychological Foundation. It was quite easy to change the title of the foundation from Self-Actualization Research Foundation and I anticipate no difficulty in changing to a more suitable title in the event a change is necessary. Finally it would be no trouble for the Ortho-Psychological Foundation to bow out of the picture should such a course seem desirable.

I phoned Lloyd Morain's residence a couple of days ago. His wife answered and said he is out of town for a few days and asked me to call back this coming Sunday. I shall do so. She spoke very highly about their contact with you in Mexico.

Enclosed you will find a copy of a letter from Dorothy Lee. I have a hunch that the "personal" letter she got was from Lawrence Frank who sent me the personal blister you already know about. I shall say DAMN it to Dorothy Lee, who sounds like a wonderful gal. I hope we can somehow or other finalize the journal title business. I can not see how we are going to approach any college for sponsorship without having first settled it. "To ortho or not to ortho, that is the question", my dear Hamlet.

Tony

AJS:sas
Enc.

Received 10/23/58 Calle de Tetela 18
Atlaltenanjo
Cuernavaca, Mor.

Dear Tony

- will be here for the academic year. As for title if several members of the Board dislike ortho, I guess we'd better retire gracefully into another title. Self-Psychology seems to me quite statisfactory altho not as good as ortho. It fits in with Goldsteins very strong desire to have a more neutral title rather than a very specific one. He suggested simply Man or Human Psychology or Psychological Theory, etc. Other possibilities are The Self, Human Nature, Organism, Existence, & a lot else, e.g., The Human Self. But I think Self-Psych is probably best for reasons you mention & others. In long run it doesn't matter too much because any title would be given meaning by content of journal over the years.

Abe

See you in December & in June when will talk at length.

copy

Calle de Tetela 18
Atlaltenanjo
Cuernavaca, Mex.

Received 10/23/1958

Dear Tony

Will be here for the academic year. As for title if several members of the Board dislike ortho, I guess we'd better retire gracefully into another title. Self-Psychology seems to me quite statisfactory altho not as good as ortho. It fits in with Goldsteins very strong desire to have a more neutral title rather than a very specific one. He suggested simply Man or Human Psychology or Psychological Theory, etc. Other possibilities are The Self, Human Nature, Organism, Existence, & a lot else, e.g., The Human Self. But I think Self-Psychology is probably best for reasons you mention & others. In long run it doesn't matter too much because any title would be given meaning by content of journal over the years.

ss/ Abe

See you in December & in June when will talk at length.

October 23, 1958

Dr. Abraham H. Maslow
Psychology Department
Brandeis University
Waltham 54, Massachusetts

Dear Abe:

Your article "Creativity in Self-Actualizing People" arrived a few days ago and I find it a significant advance in your general position on your general conception of Self-Actualization. Enclosed you will find my check for $3.00 to cover costs and mailing charges for whatever number of copies this amount will purchase.

Sincerely,

Tony

COPY

cm

October 25, 1958

Dr. Abraham Maslow
Calle Tetela 18
Cuernavaca, Mexico

Dear Abe:

Thanks for your reactions to the title material. I am enclosing a copy of a letter just received from Dr. Erich Fromm. Apparently, so much opposition to "Ortho-Psychological" has been crystallized by the letter from the American Ortho-Psychiatric Association that we have no choice but to give it up.

I agree that all we can do is retire gracefully. But how in hell can one retire gracefully from the "disgraceful" A. O. A. attack on our title.

Retreat really shouldn't be too difficult, Nevertheless it won't happen without a good deal of confusion. I can't see how we are going to go ahead on another title without first making sure that almost all, if not all, of the members of the editorial board are in agreement on a new title.

I hope you don't feel too badly about giving up "Ortho-Psychology". It's still the best choice, but c'est la guerre. No one can say we didn't put up a good fight for it.

I like "Journal of The Self." However, it does not designate the primary field of inquiry, namely, Psychology. This seems to be my chief reason for prefering "Self-Psychology."

I shall write the members of the editorial board in the near future about "Self-Psychology." Only in this case I will include a couple of pages out of English and English's Dictionary of Psychological and Psychoanalytical Terms in order to give the proposed new title all the weight I can mobilize, including first your own agreement.

However, before making this plunge on the proposed new title, would you be happier about a more specific, and yet very comprehensive, title such as The Journal of Self-Actualization?" Would it make any sense to offer this alternative, or any other, for the editorial board to vote on, in my canvassing of their preferences?

I am fairly relaxed about the unavoidable delay. In my last letter, I said I was completing a letter to Dr. Pitkin. Before I finished, however, I decided I would first find out whether Merrill-Palmer could take over the sponsorship. I have written accordingly to Moustakas and Lee. I am enclosing a copy of that letter.

October 30, 1958

Dr. Abraham H. Maslow
Calle de Tetala 18
Altatenango
Cuernavaca
Mexico

Dear Abe:

I am enclosing herewith a first draft of a letter to the Members of the Board in connection with the title business.

Please let me know, muy pronto, what you think about it.

Tony

draft in mixing

COPY

Copy To Maslow
10/31/58

THE AMERICAN ORTHOPSYCHIATRIC ASSOCIATION, Inc.
1790 Broadway, New York 19, N. Y.
JUDSON 6-5880

PRESIDENT
STANISLAUS SZUREK, M.D.
SAN FRANCISCO, CALIF.

VICE-PRESIDENT
OTTO KLINEBERG, M. D.
NEW YORK, N. Y.

SECRETARY
MABEL ROSS, M.D.
NEW YORK, N. Y.

TREASURER
FRANCIS C. BECK
NEW YORK, N. Y.

EDITOR
GEORGE E. GARDNER, M.D.
BOSTON, MASS.

PRESIDENT-ELECT
W. MASON MATHEWS, PH.D.
DETROIT, MICH.

DIRECTORS
TESSIE D. BERKMAN
NEW YORK, N. Y.
EDWARD D. GREENWOOD, M.D.
TOPEKA, KANSAS
JULES D. HOLZBERG, PH.D.
MIDDLETOWN, CONN.
GISELA KONOPKA
MINNEAPOLIS, MINN.
REGINALD S. LOURIE, M.D.
WASHINGTON, D. C.
ELIAS J. MARCH, M.D.
HARTFORD, CONN.
CLAIRE M. NESS, M.D.
CLEVELAND, OHIO
FRITZ REDL, PH.D.
BETHESDA, MARYLAND

MARION F. LANGER, PH.D.
EXECUTIVE SECRETARY

October 28, 1958

Mr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto California

Dear Mr. Sutich:

I do want to thank you for your recent letter in which you indicated that the American Ortho-Psychological Foundation is planning to proceed with a reexamination of the use of "Ortho-Psychological" in the title of your journal. We do very much appreciate the problem involved in selecting a title for a new operation in this field. It did take our Association a number of years to arrive at its title.

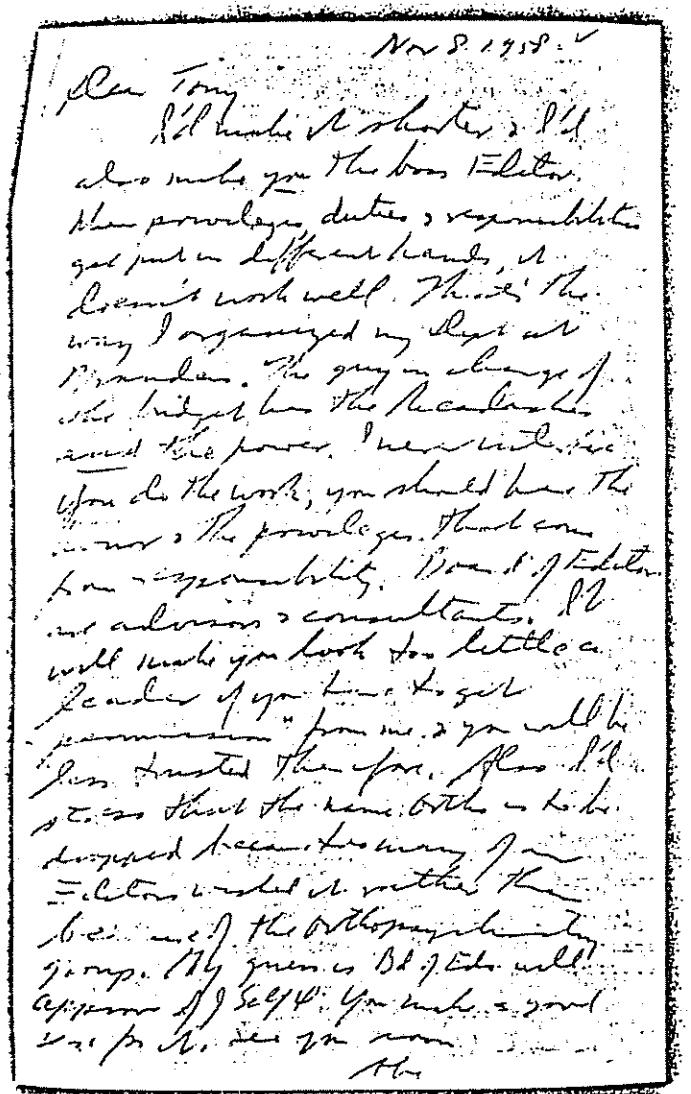
I do want to convey to you for both myself and other members of our Board, our appreciation for the serious consideration being given to this problem by the Board of the ~~American~~ ORTHO Psychological Foundation.

Cordially yours,

Stanislaus A. Szurek

Stanislaus A. Szurek, M.D.
President

SAS:rs



Nov 8, 1958

copy

Dear Tony

I'd make it shorter and I'd also make you the boss Editor. When privileges, duties and responsibilities get put in different hands, it doesn't work well. That's the way I organized my Dept. at Brandeis. The guy in charge of the budget has the headaches and the power. I never interfere. You do the work; you should have the honor and the privileges that come from responsibility. Board of Editors are advisors and consultants. It will make you look too little a leader if you have to get "permission" from me and you will be less trusted therefore. Also I'd stress that the name Ortho is to be dropped because too many of our Editors wished it rather than because of the Orthopsychiatry group. My guess is Bd. of Eds will approve of J. Self Psych. You make a good case for it. See you soon.

ss/ Abe

COPY

November 24, 1958

Dr. Stanislaus A. Szurek
President-The American Orthopsychiatric Association, Inc.
1790 Broadway
New York, 19, N. Y.

Dear Dr. Szurek:

I am sure you will be greatly pleased to learn that we have decided to drop "Ortho-Psychological" from the title of our Journal. A new title is under consideration.

However, no decision has been made as yet by the Board of Directors of the Ortho-Psychological Foundation with regard to a change in the title of the Foundation.

Sincerely,

Anthony J. Sutich

Director-Ortho-Psychological Foundation

AJS:sas

— Rec'd Dec 1-58

Dear Tony

Have you met Henry Parontaud yet? of Monterey, Calif.? He's translating Diel & wants to submit this paper to you for possible publication. I have no time to read it. Writing like mad on "Psychology of Science". It's got me in its teeth. Doing nothing else.

It's definite now that I'll come to see you Dec 7 or 8. Please don't tell anyone I'm coming. I want best much time & want to spend it with you. Much to talk about. Will call you before I come.

Abe

340

copy

Rec'd Dec. 1 - 58

Dear Tony

Have you met Henry Paroutaud yet? of Monterey, Calif? He's translating Diel & wants to submit this paper to you for possible publication. I have no time to read it. Writing like mad on "Psychology of Science". It's got me in its teeth. Doing nothing else.

It's definite now that I'll come to see you Dec 7 or 8. Please don't tell anyone I'm coming. I won't have much time & want to spend it with you. Much to talk about. Will call you before I come.

ss/ Abe

COPY

THE AMERICAN ORTHOPSYCHIATRIC ASSOCIATION, Inc.
1790 Broadway, New York 19, N.Y.

December 16, 1958

Mr. Anthony J. Sutich
Clinical Psychologist
2837 Marshall Drive
Palo Alto, California

Dear Mr. Sutich:

Thank you very much for your letter of November 24, 1958 informing u s that the Ortho-Psychological Foundation has decided to drop Ortho from the title of your Journal.

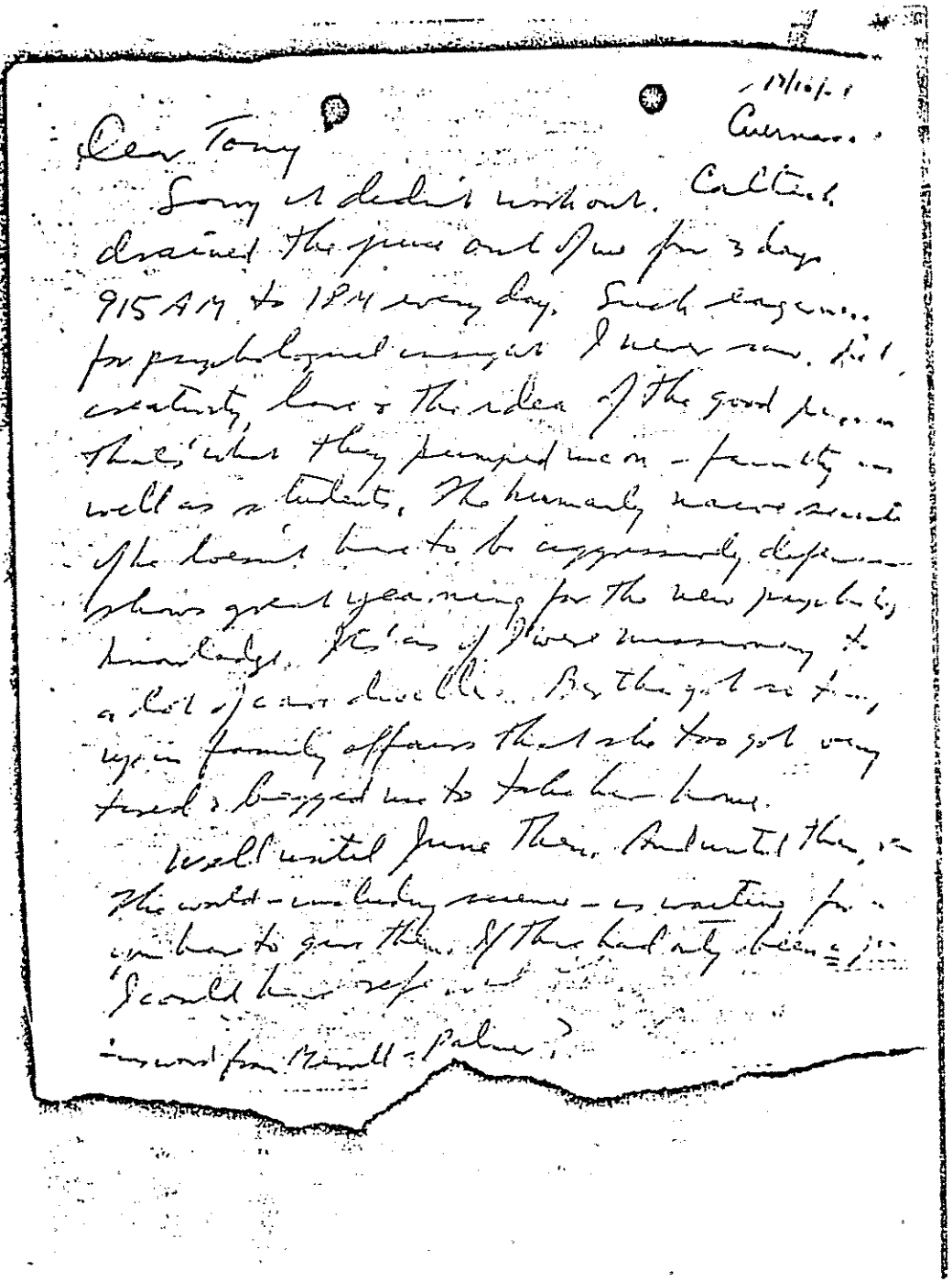
I am glad that we were able to discuss this to what I hope is a mutually satisfactory conclusion.

Sincerely yours,

S. A. Szurek, M.D.
President

SAS:rt

C.C. Dr. Langer



TYPESCRIPT

12/16/58
Cuernavaca

Dear Tony

Sorry it didn't work out. Caltech drained the juice out of me for 3 days 915 AM to 1PM every day. Such eagerness for psychological insight I never saw. Religion, creativity, love & the idea of the good person. That's what they pumped me on - faculty as well as students. The humanly naive scientist if he doesn't have to be aggressively defensive shows great yearning for the new psych ological knowledge. It's as if I were missionary to a lot of cave dwellers. Bertha got so tangled up in family affairs that she too got very tired and begged me to take her home.

Well until June then. And until then remember the world - including science - is waiting for what you have to give them. If there had only been a journal I could have referred them [to] Any word from Merrill Palmer?

2637 Marshall Ave.
Palo Alto, California

December 26, 1958

Dr. Abraham H. Maslow
Calle de Totola 18
Atlatenango
Cuernavaca, Mexico

Dear Abe:

Many thanks for your letter. I was keenly disappointed in not seeing you. Your letter goes a long way to console me. If I have to wait until June to see you, I guess I'll have to wait that long feeling that "nothing is so rare as a day in June."

Cal Tech must have been a tremendous experience for you. It seems to symbolize a general condition in unexpected areas. Would that there were such interest among most of our official colleagues.

In a way, I have been marking time for several weeks. The material on the new proposed title has gone out and the returns are still incomplete. At the moment, the score is Riemann, Hartman, Moustakas, Lee, yourself and me, in favor. Fromm doesn't like it. He offered to try to cook up something better and send it to me, but so far nothing has arrived. His objections he states as follows:

"As to the planned title of "Self-Psychology" I am afraid that as I see it, it is not much better than "Ortho-Psychology". "The Self is a highly complex, often misunderstood concept, often confused with the ego, and at the very best the reader will assume that the Journal is concerned with the study of the self, and not with a much broader area of psychology, as I assume it is. If I should have a better idea, I shall drop you a line."

Mumford prefers something else:

"I was doubtful about your original title and was glad when the American Orthopsychiatric Association challenged it. But alas! "Self-Psychology" seems to me clumsy, And what is even worse non-definitive. Unfortunately, a better title has not yet suggested itself—though "Autonomous" or "Self-Directive" psychology seems to me a little

more indicative of the Journal's specific aim."

It is hard to push ahead without first hearing from the rest of the Board. Discourtesy and all that. On the other hand I shall have to set up some deadline and go ahead on that basis— perhaps January 1 will be good. I have written to Angyal, May and Goldstein for an immediate response telling them we can't go ahead on a request for a grant sponsorship until we settle the title question.

News has come from Merrill-Palmer about grant sponsorship. The operative paragraph in the Merrill-Palmer letter is as follows:

> "The Board Members were extremely interested in the Journal and aware of the high calibre of professional people who were participating the establishment of the Journal. After serious consideration and a review of the problems involved, the Board decided that it was not feasible at this time to act favorably on your request."

My impression is that "Self-Psychology" is the best we can do at the present time After all, we do hope that our Journal will be only the first of many Journals that will be necessary to cover the field of inquiry already staked out. Also I believe that both Fromm and Mumford can be persuaded to go along with us if only on the grounds that our initial definition (Creativity, love, autonomy, self-actualization, etc.) should give great scope for the content of the Journal and that the content in turn will attract the readers. Most important of all a start has to be made.

This is very disappointing. On the other hand, it is wonderful to get offers of help from Moustakas and Lee in approaching other colleges. I shall write them very soon.

I have no way of choosing between Goddard and Springfield for the next approach on grant sponsorship. I hate to wait for a decision from one after another. By the time each goes throught the Board of Trustees another two months is likely to elapse. The probability of waiting another three or four months is an appalling prospect. On the other hand, I can't antagonize or be disrespectful to the particular schools approached by asking several of them to consider our proposal simultaneously. Dam the delay!

The meantime, our attorney friend tells me that it is unwise for us to push the Federal tax exemption business with regard to the Ortho-Psychological Foundation until we have settled the matter of an alternative title for the Foundation. The State Corporation people in California will probably accept another request for a title change as a legitimate move in view of the position of the American Ortho-Psychiatric Association. But two title changes within a year on the part of the same organization, (First from the Self-Actualization Foundation to the Ortho-Psychological Foundation and next to whatever we decide upon) is an unprecedented legal action in this state and may result in still further delay. Nevertheless, onward Christian and Unchristian soldiers! We regret that we have only one Foundation to give to our Federal Income Tax Bureau!

The American Orthopsychiatric Association has been informed of our dropping Ortho from the Journal title. We have a "Thank You" reply from their President, Dr. Stanilaus Szurek of the Langley Porter Clinic in San Francisc.

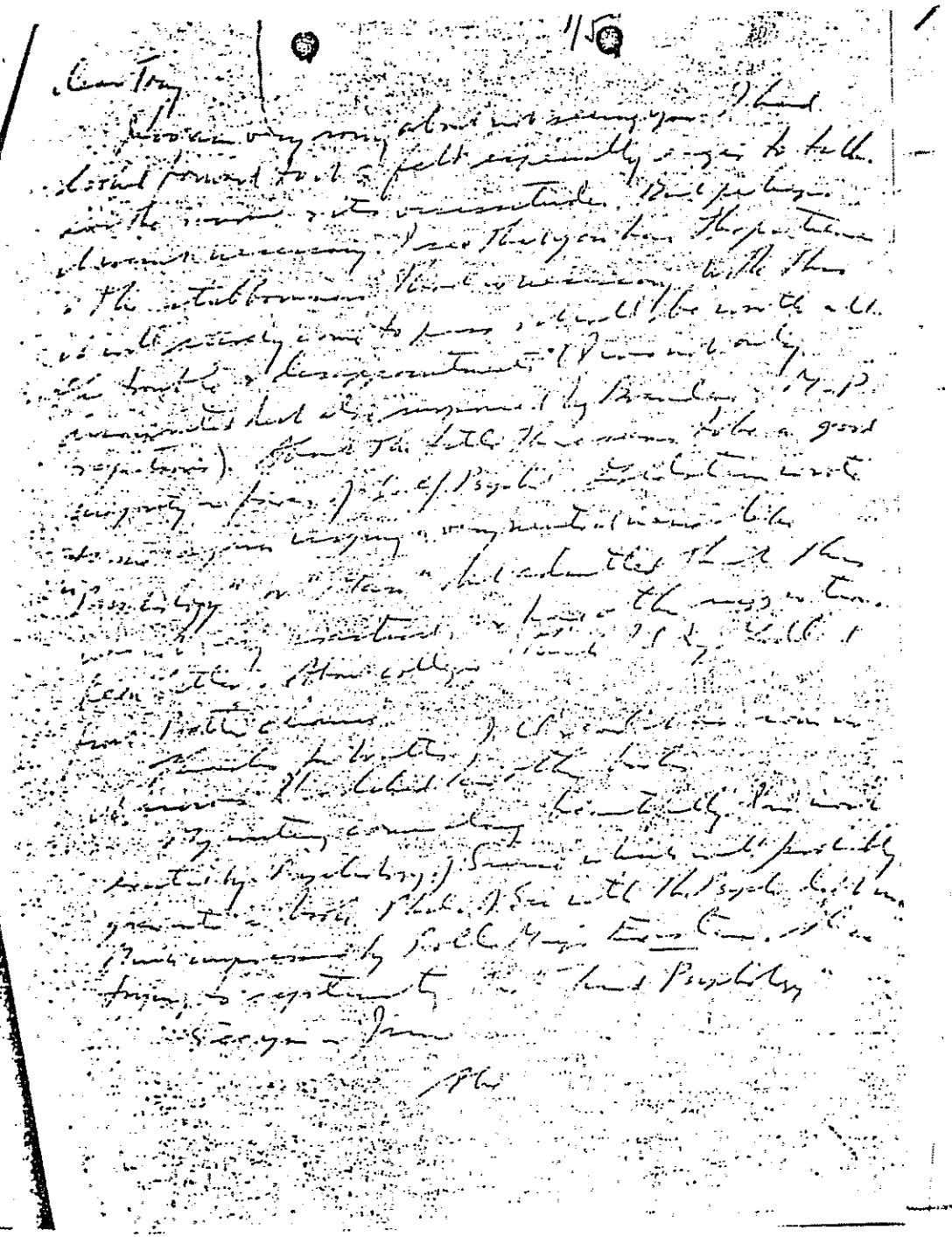
Also it will be necessary to take up with them the matter of the new title for the Foundation so that we can resume our pursuit of the elusive Federal tax exemption. In connection with the latter, the Articles of Incorporation have been changed to meet the requirements of the new Federal regulations.

Under separate cover I am sending you a gift copy of a new book by Alan Watts, "Nature, Man and Woman", I haven't read the entire book as yet, but the first chapters seem to be relevant to your work on coping versus expressive behavior among other things.

I hope Bertha has recovered by this time from what appears to be acute Family-itis or relative-itis.

I assume that all of your family will be with you in this area next June and at that time I hope that My Gal, Evelyn, will have an opportunity to meet Bertha as well as you.

Tony



TYPESCRIPT

received

1/59 ?

Dear Tony

I too am very sorry about not seeing you. I had looked forward to it & felt especially eager to talk about the Journal & its vicissitudes. But perhaps it wasn't necessary. I see that you have the patience and the stubborness that is necessary. With this it will surely come to pass & it will be worth all the trouble & disappointments (I was not only disappointed but also surprised by Brandeis & M-P rejections). About the title there seems to be a good majority in favor of Self-Psychol. Goldstein wrote to me again urging a very neutral name like "Psychology" or "Man" but admitted that this was not very practical, nor have other suggestions been better. About colleges I think I'd try Goddard first. Better chance.

Thanks for Watts. I'll read it as soon as it arrives. I've liked his other books.

My writing comes along beautifully. I'm most excited by Psychology of Science which will probably grow into a book. Philosophy of Science with the Psych. left in. Much impressed by Rollo May's Existence. Also trying to systematize the "Third Psychology"

See you in June.

Abe

1/5/59

Copy of Maslow letter - January 5, 1959

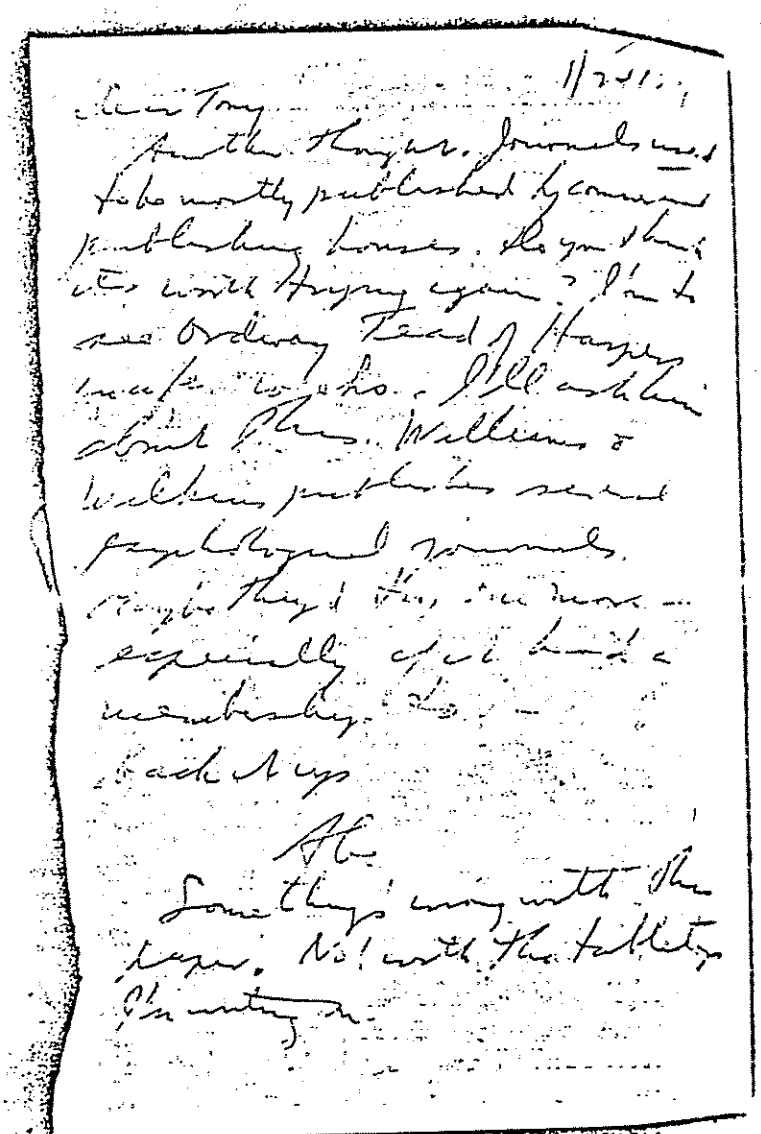
Dear Tony,

Bob Hartmann spoke to me of Glenn Olds, president of Springfield College, they're old friends and he sounds marvelous. Bob thinks he would be first one to ask about sponsoring journal. Try!

Sooner or later, we'll need steady income and backing for Journal. Usual way is to have a Society with regular dues to pay for the journal - like SPSSI for instance. I get fair number of letters like enclosed. I've written him telling him of projected journal. Do you want to write him? Better start collecting these names. My mailing list is a start.

Just finished Watts book. Very good! Very important. I wrote many notes on it. Partly a disappointment - much of what I have been writing on Science is in Watts already, even same phrases, and it takes the wind out of my sails a little. On the other hand, pleasure of support and validation is greater. I'm also writing on Femininity-Masculinity toward eventual book. Think I'm way ahead of Watts on this. Do you know him? This book is certainly a remarkable job. I hope to meet him one day.

Abe



TYPESCRIPT

1/24/59

Dear Tony

Another thought. Journals used to be mostly published by commercial publishing houses. Do you think it worth trying again? I'm to see Ordway Tead of Harpers in a few weeks. I'll ask him about this. Williams & Wilkins publishes several psychological journals. Maybe they'd try one more - especially if it had a membership to back it up.

Abe

Something's wrong with this paper. No! with the tabletop I'm writing on.

January 31, 1959

Dr. Abraham H. Maslow
Tetela 18
Atlatenanco
Cuernavaca
Mexico

Dear Abe:

Many thanks for your letter. Very glad to get your information on Dr. Olds and Springfield College. It came just in tiem. In the same mail Dr. Lee returned my first draft of the letter to Dr. Pitkin of Goddard College. She and Moustakas approved. I shall write the final draft immediately, but instead of sending it to Goddard, I shall send it to Dr. Olds. Lee and Moustakas are going to co-sign the final draft and I am sure they won't object to sending it to Olds instead of Pitkin.

About the sponsorship. My attorney friend tells me that so many complications have already risen in connection with the Orth-Psychological Foundation that it would be better to put it on the shelf until things settle down. A year ago the change of title from Self-Actualization Research Foundation to Ortho-Psychological Foundation was an unprecedented legal action in the state of California as far as State Non-Profit corporations with California State Tax Exemptions are concerned. To change from Ortho-Psychological Foundation to, say, The Self-Psychology Research Foundation would, of course, be even more unprecedented and might arouse delaying questions in Sacramento in the Office of Corporations. The Ortho-Psychological Foundation will not be affected in any way as far as I am concerned if it will be necessary to stay out of the Journal picture permanently. Non-profit corporations are almost indestructible and should there be any use for the Ortho-Psychological Foundation in the future, it can be activitated at a moment's notice.

Perahps, therefore, we had best begin again from scratch. This is why I like your suggestion that we set up a society for the Journal. It would become the permanent sponsor, as soon as Springfield or an alternative was through with the necessary temporary sponsorship. How about Society for Research in Self-Psychology? In fairness to Lee and Moustakas, I believe it would be best to try Dr. Olds and Springfield just before approaching one of the commercial publishing houses you referred to in your note of the 27th. As you say, you won't be seeing Ordway, Tead and Haynes for a few weeks, this will give us a chance to try Dr. Olds of Springfield. However, there is one consideration in connection with commercial publishing houses which you might clarify for me before I send a final draft of the grant request to Dr. Olds via Lee and Moustakas. Would the commerical house finance the publication itself, using its own funds for this purpose rather than a grant. I assume that if the commercial publishing houses are run for profit thru a regular corporation set-up and that as such, they wouldn't have to bother about a grant from any source. Let me hear from you immediately about these matters. Your views will help me decide whether to follow thru the Dr. Olds approach or change to one of the publishing houses you mentioned.

About Watts. I have known him for about seven years. He is a good friend. Watts arrived in this area just after the Dianetics excitement had died down. He lectured

on Zen in various homes. Later he lectured from time to time at the local high school auditorium. Four or five years ago after teaching various courses in Orintal Philosophy and eligion, he became the Dean of the Amer can Academy of siatic Studies in an Francisco, a division of The College of the Pacific in Stockton. C. O. P. is a ethodist College.

A year or so back he got fed up with a very narrow administrative policy and resigned. In the meantime, The American cademy of Asiatic tudies has become the stronghold of Zen and Beatnik and is about to be given up officially by College of the Pacific.

Watts is a brilliant fellow. He lives in Mill Valley in Marin County. At the present time, he is touring the ast Coast, lecturing at New York and various top colleges. He is the leading exponent of Zen in this country, but seems to be drifting away from it in "Nature, Man and Woman". I correspond with and see him from time to time and have already drafted a letter of app eciation to him. About "Nature, Man and Woman", he already knows about my relationship to your work. I am glad you want to meet him. He is a personable guy and easy to talk with.

Tony

Don't hold up writing to Olds

Dear Tony:

Commercial publishing of journal just a low-probability thought. I'll ask Tead but I expect little or nothing. Better thought is a dues-paying society. Question to think of - raised by a Phila Prof. here at Mexico City College who's all hopped up about SA. How about arranging for non-psychologists to be in it. Or at least make it possible by making name of such society very general and not too narrowly psychological - even though journal might keep its present name. More problems! Wish it could be called the John Smith Society and be done with it! Any name I can think of will be misunderstood. in part (this man Mason, suggested Soc. for Philosophical Psychology) Kurt Goldstein keeps on writing me to suggest simply "The Person" or "The Human Being", etc. Your suggestion Soc. for Res. in Self Psychology is ok too. Broad enough. I'll accept any name.

Abe

I'll try to meet Watts end of June.

Copy of Maslow ltr 2/3/59

TELEPHONE DAVENPORT 3-6166

MEMBER, A.P.A.

ANTHONY J. SUTICH
CLINICAL PSYCHOLOGIST
2937 MARSHALL DRIVE
PALO ALTO, CALIFORNIA

February 26, 1959

Dr. Abraham H. Maslow
Hotel Geneve
7 De Londres 130
Mexico, D. F.

Dear Abe:

Have received your book on "New Knowledge in Human Values". Many thanks for it and your inscription. Shall read it thoroughly very soon.

The final draft of our transfer of sponsorship letter has been sent to Lee and Moustakas for their approval. If O. K., they will add their signatures and send it on to Dr. Olds. A copy is enclosed.

In my covering letter to Lee and Moustakas, I did not take up the matter of organizing a new society for the sponsorship of the Journal. I decided to wait awhile before doing so in order to get a clearer picture of what you have in mind. I am quite sure that the best we can hope for from Springfield College is temporary sponsorship. This means that we have to be ready to take over sooner or later.

My attorney tells me that the Federal requirements for tax exemptions are such that it would be better for the Ortho-Psychological Foundation to stay out of the picture permenently, as far as sponsorship of the Journal is concerned, even though the Foundation changes its title. The reason for this is that the Statement of Purpose, as well as several of the other Articles of Incorporation probably don't meet the Federal tax-exemption requirements now in force. The changes that are necessary would first have to go through the State Corporation mill at Sacramento in any case and this in itself could take quite awhile.

It's the damndest thing! One of the requirements is that any property or any assets left over if and when a non-profit corporation with Federal tax-exemption folds up for any reason, ~~all such items~~ must be donated to another Federally tax-exempt organization in the same field and that organization has to be specifically named And that ain't all! I haven't taken up these matters of a new organization with the twenty or so members of the Ortho-Psychological Foundation except in passing as you will see in the enclosed report because it would only add more confusion at this time. However, I don't anticipate any difficulty whatsoever in the complete withdrawal of the Ortho-Psychological Corporation.

Our situation points to one thing only and that is a new organization, designed from scratch to fit every God Damned requirement of the Federal people in San Francisco from the very beginning.

I think you can see what I'm getting at. If we have a dues-apying society without Federal Tax-exemption, we got nowchere in the matter of grants as long as we are without it. If we go ahead and apply for non-profit status and California State tax-exemption first and then Federal tax-esemption (after the required one year of operation) we have to be ready to use political as well as other pressure on regional people who must first pass on Federal tax-exemption. I am ready to go ahead with the latter unless you can show me any advantage in the former.

Assuming the present approach to Springfield doesn't pan out, ~~for our next attempt at sponsorship~~, an already existing scientific society should be very desirable. Do You know of any that might sponsor us?

A few days ago it occurred to me that it might be possible to get a tie-in with the recently announced local organization "The Mental Research Institute". This institute is directed by two psychiatrists Dr. Donald Jackson and Dr. Phillip Hersema. For the past year or two at least, Dr. Jackson has been working on the "double bind" theory, and its relation to schizophrenia, with Gregory Bateson. The Institute is a subsidiary of the Palo Alto Medical Research Foundation which is headed by a friend of mine, Dr. Marcus Krupp. Krupp is a wonderful organizer and starting from scratch a few years ago, he has built up the Research Foundation to the point where he has been able to ask for and get a $400,000.00 grant for a new building from some Government agency to say nothing of all kinds of other grants the Foundation now receives. I am going to inquire as soon as possible on the off-chance that this may be a very convenient sponsoring organization.

Expect to hear from Springfield one way or the other in the very near future.

Let me hear from you very soon.

Tony

AJS:sas

April 2, 1959

Dear Dr. May:

Although I have known about your book "Existence" for some time, it is only recently that I have got around to reading it. I have not as yet given it the thorough reading that it so obviously deserves, but I cannot wait to write you about some of my reactions.

First, let me congratulate you on your clarification of Existentialism. Out here on the West Coast — the San Francisco Bay area in particular — Existentialism has been identified with the Beatnik group by a good many individuals. Many have also associated the Beatnik group with Zen Buddhism, since so many of the Beatniks talk so glibly about Zen. I doubt that the identification is fair in either case. Your introduction is a real contribution in correcting the general mis-understanding of Existentialism.

The leading exponent of Zen — or, I should say, the leading student because of recent developments — is Alan Watts who lives just a few miles north of San Francisco in Marin County. He, of course, is not responsible for the nihilistic and pessimistic element amongst the Beatniks than are you for Sartre's extreme view.

Watts is very much involved in things psychological. So much so that his latest book, "Nature, Man, and Woman" represents a swing away from the Zen position he has held for a number of years. In fact, his latest book is such a significant departure that I am very excited about it. My excitement arises out of the convergence of Watts' views with those of Maslow on creativity, naturalness, spontaneity and other phases of "Self Actualization". (Incidentally, I notice an absence of reference to the work of Paul Diel of Paris, France, who has written a number of books with an orientation that is similar to that of Maslow in many respects. Diel claims that his position is in advance of Maslow's. Unfortunately, none of his work is in translation with the exception of a number of excerpts made available to me by Mr. Henri Parataud of 36 Wellings Place, Monterey, California.)

In a recent letter from Maslow, who had just read Watts' new book, Maslow points out that Watts has anticipated some of the material he was planning to include in a new book of his own. Along this line, I cannot help thinking that your own book, "Existence", is a significant step toward the East and that Watts and others are moving from the East to the West. The twain shall meet!

I'm taking the liberty of making you a gift of Watts' book. And even though the subtitle of "Nature, Man, and Woman is "A new approach to sexual experience", the book is far more important for its general orientation than for its particular application to sex.

More than incidentally, Dr. May, it occurs to me that Existentialist therapy might get away from most of the problem of explaining and justifying its label if a more "regualr" title, such as, "Ontological Therapy" were used instead. The term Existentialism has already been so widely misunderstood and misconstrued (I'm guilty, of too) that it seems nothing but a long uphill fight for is ahead for anyone who extends the use of that term in any form. And wouldn't "Ontological Therapy" tie in with what may sooner or later emerge as a more general field, namely, "Ontological Psychology"? I suggested Ontological Psychology as a possible name for the area we were more recently trying to cover with Dr. Maslow's now rejected "Ortho-Psychology".

Anthony Sutich

P. S. You might be interested in the following item: During the recent year-long celebration of Mozart's Second Centennial, a reviewer in a San Francisco newspaper quoted Mozart as having said or written (I don't know which) that he faced the problem of death when he was twelve years old & accepted it as a vital part of life and was everafterward continuously aware of it as a "friend".

ROLLO MAY, PH. D.
310 Riverside Drive
New York 25, N. Y.

Monument 2-2040

April 17, 1959

Dear Mr. Sutich:

I want to thank you very enthusiastically for your letter of April 3rd. I wish I could respond to it in detail, but no doubt that will have to wait till some time when we can get together personally. I received Alan Watts' book and I look forward very much to reading it. I met him some years ago when he was a discussant for a lecture I gave at Mills College, and I am glad to hear about his later developments.

The problem of the term "existentialism" is of course very difficult. I have no idea what kind of title we will end up with in the long run — heaven knows we had a tough time in the discussion of that name for the journal.

Which brings me to a practical problem that I want to mention here, resisting the temptation to discuss in greater detail the other interesting points you raise. I wonder whether the group interested in existential psychology and psychiatry would not fit in pretty well among those backing the new journal which you have been working on. We had a conference last week-end in New York City on existential psychotherapy, with Father Van Kaam, Ludwig Lefebre and others giving papers. I must say it turned out to be a marvelous two days. This group has some very significant papers to publish and has been thinking of starting a journal. I wonder whether it is not better, however, to think of their supporting the journal you have in mind, and whether our general interests are not so much alike that we could not all speak through the same journal? Let me know your reactions and also whether you've been successful in making plans for launching the journal.... Do you ever get to New York? I hope in any case to see you at the APA convention in Cincinnati.

Sincerely,

353

April 20, 1959

Dear Abe,

Many thanks for your brief letter which arrived last Saturday. In the same mail, however, I also heard from Lee and Moustakas on the same subject. I am enclosing a copy of Lee's letter so that you will see what a predicament I find myself in. This is what Theodore Roosevelt used to refer to as a "dee-lemma"! You will also find some notes on a reply to Springfield's faculty which I wrote last week, before your letter came. ~~X~~ I have deliberately waited to hear from you, Lee and Moustakas, before doing anything more on the questions. All I want from you now, as you can see, is an impossible decision.

Lee and Moustakas are certainly right in saying that there is a tone of doubt and suspicion in the faculty memo we got from Olds. On the other hand, in a follow-up letter we got from Olds, he wrote:

> "Thank you for your letter of the 25th. I know you will understand my personal eagerness to see our school, with its long concern with the understanding of the whole man, related to the journal you project, but that I must move with our faculty in that direction under your helpful advisement regarding the questions they raised."

I don't want to antagonize Lee and Moustakas; ditto for Hariman. My feeling is that I should follow through on a reply to the questions raised by the Springfield faculty. But how I slant the reply is another matter, and you may therefore consider my notes as tentative and incomplete.

Would you do me the favor of letting me know immediately what you think I should do in this awkward situation?

Tony

P.S. I recently wrote Rollo May about his tremendously stimulation Introduction to his book Existence. A part of his reply follows, and I include it because of its relevance to our journal project:

> "The problem of the term "existentialism" is of course very difficult. I have no idea what kind of title we will end up with in the long run — heaven knows we had a tough time in the discussion of that name for the journal.
>
> Which brings me to a practical problem that I want to mention here, resisting the temptation to discuss in greater detail the other interesting points you raise. I wonder whether the group interested in existential psychology and psychiatry would not fit

in pretty well among those backing the new journal which you have been working on. We had a conference last week-end in New York City on existential psychotherapy, with Father Van Kaam, Ludwig Lefebre and others giving papers. I must say it turned out to be a marvelous two days. This group has some very significant papersto publish and has been thinking of starting a journal. I wonder whether it is not better, however, to think of their supporting the journal you have in mind, and whether our general interests are not so much alike that we could not all speak through the same journal? Let me know your reactions and also whether you've been successful in ~~[illegible]~~ making plans for launching the journal."

Encl Copy of ltr from D. Lee.
to notes on Springfield questions.

April 30, 1959

Dear Abe,

I hope that you have come back refreshed from the five or six days trip that you have mentioned in a recent letter. Also I hope that by this time you have received the material I sent you about the Springfield College memo.

I appreciate the tough-minded position that Lee and Moustakas have taken toward the Springfield faculty memo and it is very heartening to know that Goddard is a very favourable prospect as an alternative. Nevertheless, I think it is simple courtesy under the circumstances to answer the questions raised in the memo. A follow up note from Dr. Olds calls for a special effort onhis behalf.

I suppose our best bet is to give the Springfield faculty a straight from the shoulder reaction. By this I mean that it is important to take into full account the strong criticism voiced by Lee and Moustakas and in some way or other incorporate their views in the reply.

Time is passing and I hope I can have your views on this matter as soon as possible.

In the meantime, I have a letter from Rollo May and I am enclosing a copy for your reactions. From my point of view Rollo May's inquiry is both interesting and encouraging if the existentialist group he refers to is anything anywhere close to the corrective non-psychoanalytic and non-behaviorist position that he himself takes in his Introduction to his book Existance.

A couple of weeks back I got a letter from Erich Fromm in which he said that he had not been able to make up his mind about accepting the new title for our Journal and therefore didn't know whether he could go along with us as a member of the Board of Editors. He did add, however, that if he could have access to Louis Mumford's position, that it might help in making up his mind. I wrote Mumford about this, especially since he had ambiguously written me an ambiguous letter some time ago which no one here could figure out. MumBord had proposed something like "self-directive pyschology" as a possible alternative. In his latest letter he expressed regret that Fromm was waiting to hear about his, Mumford's, position, and then proceeded to write another ambiguously worded paragraph in which he recommended "Journal of the Self, the Pyschology of Self-Improvement." He said he was offering this "authoritatively" but was sure that I would deal with it critically from my own point of view. My feling is that I shall write him saying that we shall stay with the choice already made, and thank him for his recommendation. I shall wind up my letter to him in terms of an acceptance of our title unless he explicitely says no. As For Fromm, who is the only holdout, I think it best tolet him know that Mumford is favourably inclined toward us (this is obviously true in his letters) and according to my understanding favours our title in general though he has not said so wholeheartedly.

Man ! I really look forward to yakking with you about these and other developments as soon as possible after you arrive in S. F.

Tony

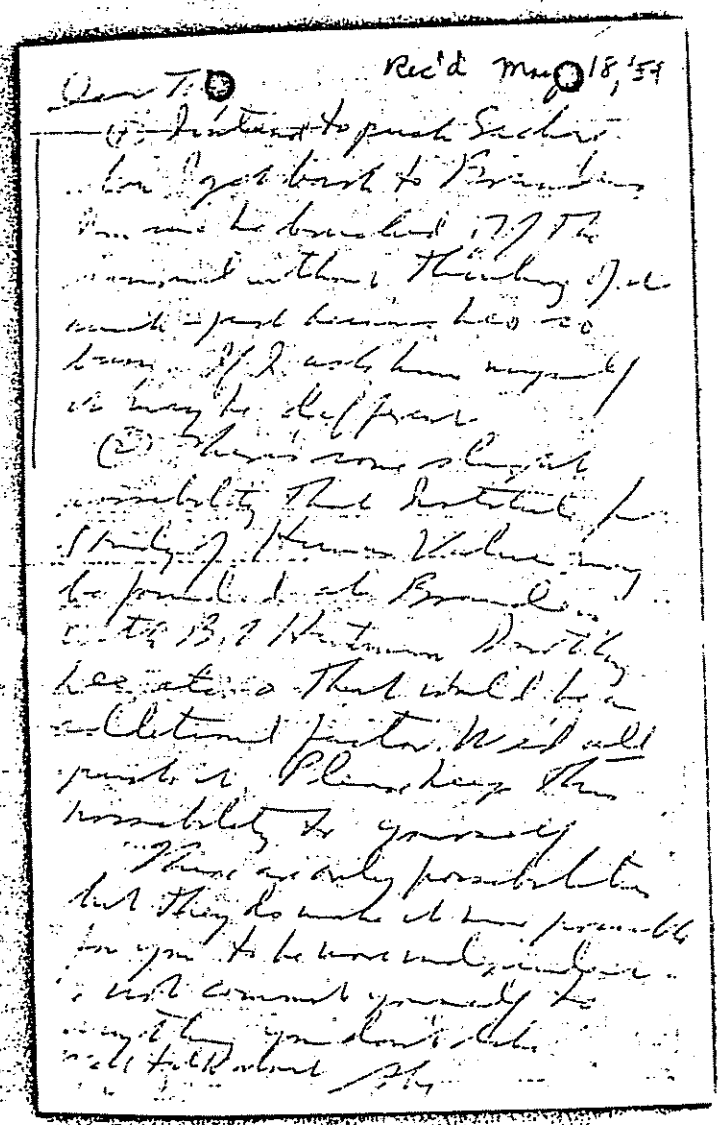
Approx. May 4

Dear Tony

Have been away. My vote is for swallowing irritation & answering the questions. You must make the decision. Dorothy, Clark & I are just advisors. I understand their irritation & also feel like spitting. Those Sp. people are shits its true. But they are of the majority party. The next place you would negotiate with would also be full of shits. So might as well try to calm down this batch. Your notes for an answer seem OK as is. My own taste would be for making them a little firmer & prouder & less humble.

Abe

Rollo May's group would be normally sympathetic with & associated with ours I would expect. I met with them in NYC in Feb. Not a very high powered group but a very nice one, serious, hardworking. If nothing else works out maybe we should talk with him further about the journal. I see him in Sept.



copy

Rec'd May 18,'59

Dear Tony,

(1) I intend to push Sachar when I get back to Brandeis. I'm sure he brushed off the journal without thinking of it much - just because he's so busy. If I ask him myself it may be different.

(2) There's some slight possibility that the Institute for Study of Human Values may be founded at Brandeis with R. A. Hartmann, Dorothy Lee, etc. That would be an additional factor. We'd <u>all</u> push it. Please keep this possibility to yourself.

These are only possibilities but they do make it more possible for you to be more independent & not commit yourself to anything you don't like. We'll talk about it.

ss/ Abe

THE MERRILL-PALMER SCHOOL

71 FERRY AVENUE, EAST

DETROIT 2, MICHIGAN

May 21, 1959

Dr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Dr. Sutich:

(Can we get to the point of calling you Anthony, and you calling us by our first names. It would be so much simpler.)

This has been another one of those unavoidable delays. I have been in California and then in the East and your letters were waiting to be discussed with Clark. Both Clark and I think your Reply to Questions Raised By Springfield College is superb. We do not want to sign it only because you obviously are writing as someone outside the Board of Editors, and, therefore, to introduce our names would be awkward. There is one point with which we both disagree strongly -- a point actually arising from Abe Maslow's suggestion: we do not want Springfield College to have a direct part in editorial matters, and, if one of the members is to be on the Board of Editors, we want him to be there because he really belongs among us, not otherwise.

Thank you for sending us Watt's book; Clark is reading it and I will follow suit.

About the name and the suggestion that we join with the group of existentialists, both of us feel strongly against an "ism" and a "logy." How about just SELF or EXIST NCE? Personally -- and I know I speak for Clark also -- I get claustrophobia when I am labeled. For the same reason we would oppose joining a group of people who constitute a movement. Couldn't these people use our Journal as an outlet without forming a group or movement with us? Both of us here feel we would lose our freedom. We would like, for example, to feel free to publish a paper such as the one in which Skinner describes his research experience; but I would probably consider it an anathema to belong to the same movement or group with Skinner. I feel we would lose our sense of exploration, of the boundless, if we called ourselves existentials or ontologists, or just a new movement. I myself am delighted to see Robert Hartman and Clark Moustakas on the same Board of Editors; but we would have to squeeze very hard to push them both into the same label.

Perhaps you should know that I think I have joined the Harvard faculty; I have nothing in writing to prove it but I guess I am committed to a new position. My address after June 15th will be Yelping Hill, West Cornwall, Connecticut, and after September 15th, Peabody Museum, Harvard University.

Sincerely,

Dorothy Lee

DL:ajh

COPY

May 27, 1959

Dear Abe,

Thanks for the information on Sacher as a possibility. It certainly seems worth trying for the reasons you gave. Presumably you plan to talk with him personally sometime late this summer.

In the meantime, other negotiations roll on. In accordance with your solid and comprehensive reactions to the notes I sent you, I wrote a very firm set of answers to Dr. Olds and Faculty. Lee and Moustakas were so enfirm set of answers to Dr. Olds and Faculty. Lee and Moustakas were so enthralled over the Springfield questions that I thought it best to let them see my answers before mailing them to Olds. They read and returned them. I am enclosing a copy for you, and a copy of Dorothy Lee's letter to me.

Even though Lee and Moustakas don't like the offer of a membership on the editorial board for someone from Springfield, I think it best not to change anything. Therefore I have forwarded this version to Springfield, just as enclosed, without further correction. The reply speaks plainly enough, I think. We don't need to worry about accepting anyone from Springfield at this stage, since it obviously would have to be Dr. Olds, if anyone. I forgot to send Lee and Moustakas a follow-up letter from Dr. Olds, a week or two after I received his reply and the faculty memo. The follow-up letter was very brief but it showed unmistakably that Dr. Olds himself was very much with us, even if his own faculty was far behind him.

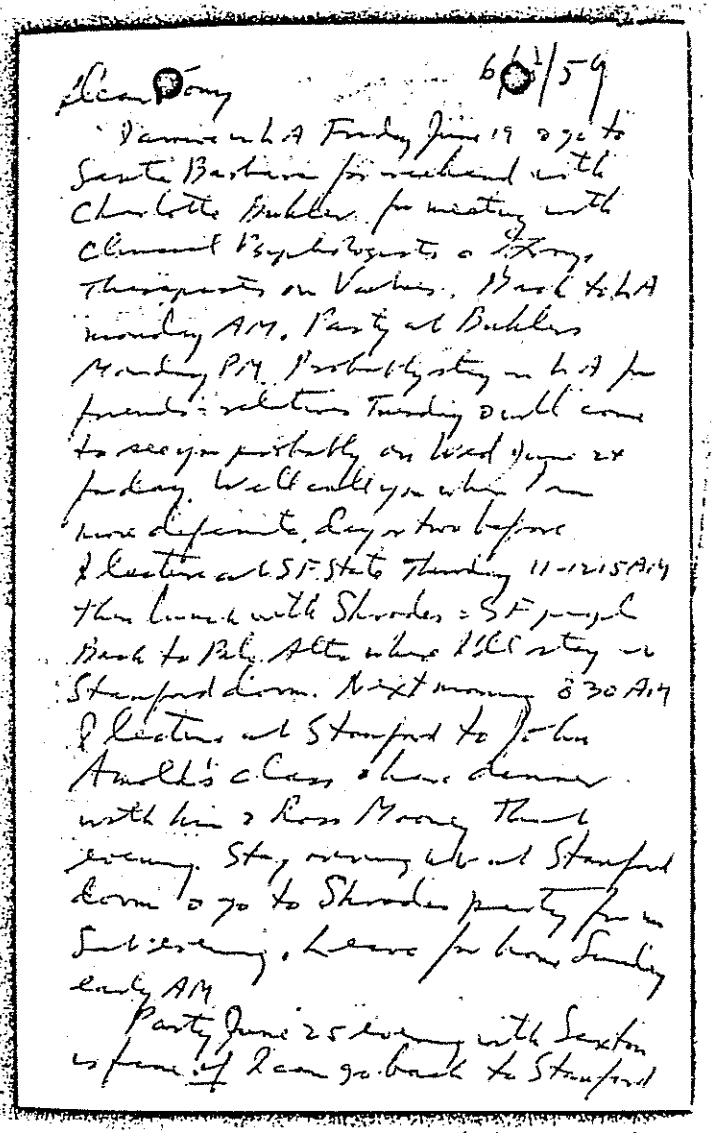
The enclosed reply to Olds is so worded that Springfield will have a very difficult time continuing with us unless they offer us practically everything we want.

Quien sabe? We may yet see a minor miracle if my reply jolts the Springfield faculty out of its confusion and backwardness!

I'll let you know what I hear from Springfield as soon as I get the word from them.

Tony

P. S. I have had to write Mumford a razzle dazzle-letter aimed at getting him off the fence with regard to his membership on our Board. He has now finally decided to go ahead with us. The only other "hold-out" is Erich Fromm, and he wanted to know which way Mumford was going to jump before making up his own mind. I have written to Fromm about Mumford's favorable decision and am waiting to hear from him.



Dear Tony 6/2/59

I arrive in L.A. Friday June 19 & go to Santa Barbara for weekend with Charlotte Buhler for meeting with clinical psychologists & group therapists on Values. Back to LA monday AM. Party at Buhler's Monday PM. Probably stay in LA for friends & relatives Tuesday & will come to see you probably on Wed. June 24 for day. Will call you when I am more definite, day or two before. I lecture at SF. State Thursday 11-1215 AM then lunch with Shroeder & SF people. Back to Palo Alto where I'll stay at Stanford dorm. Next morning 8:30 AM I lecture at Stanford to John Arnold's class & have dinner with him & Ross Mooney that evening. Stay overnight at Stanford dorm & go to Shroeder party for Sat. evening. Leave for home Sunday early AM.

Party June 25 evening with Sexton is fine if I can go back to Stanford with you or someone else to stay the night because I lecture 8:30 AM Friday morning at Stanford. OK?

Let me know. Let's talk about journal, Olds, Brandeis, etc. when I get there. Anyway I won't make any other dates for evening of Thursday June 25.

6/5/1959A

June 5, 1959

Dear Abe,

Yesterday I sent you a copy of Dr. Olds letter in which he replied to the Answers to Questions Raised by Springfield College. Also I included an uncorrected of my final letter to Dr. Olds. As I indicated in my covering letter I shall not send x copies of these letters to Lee and Koustelas until I hear from you about the outcome of the Brandeis angle. Perhaps it won't be necessary to send them copies at all once our next move is decided on. I do hope that you have received yesterday's material.

Something new has developed, however, which seems to call from further information from you. Several people in San Francisco (one of them a client of my and another a psychologist, Dr. Lloyd Sarton, who teaches at S. F. State) have cooked up the idea of a party for you on June 25. According to what they tell me, you are scheduled for a seminar on that day. I was asked for more information about your stay in San Francisco and vicinity in case the 25th is not a good day for the party, to which my wife and I have been invited. I had to plead ignorance of your schedule. All I "know" is you were gt going to teach at San Francisco State this summer. In the telephone conversation the San Francisco party who called me said that Sarton and she understood you were to participate in only one seminar ~~entered~~ on June 25 and that that was all.

I was at a loss as to what to say. My impression is that you were to be at San Francisco State for the summer session and I have no other information.

Would it to possible for you to give me a more detailed report on your plans for San Francisco and the Bay area? Naturally, I want to make sure that we have enough time together to cover the many things that have to be taken up privately. The people putting on the party are very much interested in your work and in you as a person. The party is a natural expression of their desire to get together with you and I am certainly for it. But if you are going to be around here for only a day or two I am all in favor of as you must know by this time of spending the ~~evening~~ projected party time with you privately even if these good people must be disappointed.

I hope you are going to be in this area for a week or two at least, but if not, please, please let me know immediately what you want to do, where, when, and with whom.

Tony

6/5/1959 B

June 5, 1959

Dear Abe,

I have a long letter from Dr. Olds which, in effect, terminates our negotiations with Springfield. It is comprehensive, friendly, thoughtful and regretful. Apparently, neither Olds nor the Springfield faculty ever saw the Statement of Purpose, definition, progress report of August 1958, or the complete list of members of our Board of Editors. The three page letter to Olds and faculty, signed by Lee, Moustakas and myself, was the sole basis for consideration of our sponsorship approach. The letter was sent from Lee and Moustakas directly to Olds (they having approved the final draft and added their signatures to my own). The letter concluded with secretarily notations about enclosures and I had instructed Lee and Moustakas to forward the enclosures referred to in the letter. Whether their secretary "goofed" or not I don't know. I am enclosing copies of Dr. Olds letter and my reply: they should explain everything, namely, that the whole business has ended in a mess.

At the moment I find myself wondering about the next move. If I write to Lee and Moustakas about the termination of negotiations with Springfield, I am sure they will say, "On to Goddard !" But I don't want to follow through on Goddard unless I get a green light from you, because your last letter about the possibility of Sacher changing his mind indicates that I should stall on Goddard until you get the final word on Brandeis sponsoring our Journal.

For obvious reasons, I like the idea of Brandeis sponsoring our Journal. The possibility of a tie-in with the projected new Values Institute is most exciting.

There are still several weeks to go before you show up. I would appreciate your views on what I should do next. In the meantime I shall hold back on sending Lee and Moustakas a copy of Olds letter and my reply to it.

Tony

AS: sab
Encls.

copy

June 12, 1959

Dear Abe,

Thanks for your itinerary. Things are much clearer now, and it will be easy to take care of private time with you as well as other arrangements.

Wish I could be at your meeting with Clinical Psychologists and Group Therapists on Values in Santa Barbara. But Santa Barbara would represent too much in the way of arrangements for me.

I shall look forward to spending Wednesday, June 24 with you. Do try to make it definite if at all possible (I have a heavy case load and Wednesday is a very good day for talking with you). But if you can't make it for Wednesday I'll see you late Thursday afternoon or early evening at the Sarton plus others party in San Francisco, after which we will drive back to Palo Alto with you and you can sleep either at our studio here or at Stanford campus - just as you choose, so that you can make your 8:30 AM lecture to Arnold's class the next morning. If you can't make it here for Wednesday with me, then perhaps we can have a private talk Friday afternoon before you go to dinner with Arnold and Mooney, or Saturday afternoon before you go to Shrodes party.

I shall call Alan Watts to see if he can make it for Thursday evening party in San Francisco. I shall also call Shrodes to find out whether there is any objection to your meeting Watts at the Shrodes party Saturday evening, if Watts can't make it Thursday evening (Watts lives in Mill Valley, probably only a short distance from Shrodes address in APA directory or it is only a short jaunt from Mill Valley to San Francisco if that is where the Shrodes party will be held).

In any case, even if it has to be sandwiched in someplace, I want a couple of hours privately with you. I know you have commitments and others eager to talk with you, but I must have some time with you, nevertheless.

Please telephone me long distance if and whenever you wish or find it convenient. Call me collect - the Sarton party will include a client of mine who is fairly well heeled and has offered to pay any telephone tolls connected with your stay here. This offer doesn't make any difference as far as I am concerned except that I want you to feel that you can call anytime from anywhere. This party was so intent on finding out whether you could be at the Thursday evening party that I was asked to try to get in touch with you by phone in Cuernavaca. I tried for two days without success - no one answered.

Tony

P.S. Will your wife and/or family be with you?

copy

July 10, 1959

Dear Abe,

Evelyn joins me in expressing thanks for your note. We, too, were at home with you. I shall write you more about your visit shortly.

I had started a letter to you Monday afternoon, and had hoped to get it off to you on Wednesday. I wasn't satisfied with what I wrote, so I'm trying again today.

My chief purpose is to write you bout your "Critique of Self Actualization" and your own paper in "New Knowledge in Human Values". The book is a tangle but I feel very grateful to you for having sent me a copy and your inscription is very warming. More about the book in the near future: what I want to do is to get on to my reactions to your two papers.

This will be a rambling response but I hope you will bear with me. First let me start with a statement that B-cognition and D-cognition are not enough as far as cognition in general is concerned. They add up to an over-simplification.

I like your presentation of B-cognition (B = being) in terms of "let-be" on page 25 in your Critique. But I can't say the same for D-cognition (D = deficiency = need = motivation). Unless I have completely misunderstood you, it appears that D-cognition is ambiguous in that it covers both healthy needs and wants and unhealthy needs and wants such as we see in a variety of neurotic types of behavior and relationships.

It seems odd that "self actualization demands not only B-cognition but also D-cognition as a necessary aspect of itself". I am sure that what you mean is the cognition of real needs and wants and motives, the recognition of healthy, self-actualization impulses, urges, desires etc. when you refer to D-cognition as well as to deficiencies. But if D-cognition covers both, then all I can say is the result is confusion. The actions and reactions of human beings, whether active or passive, that are concerned with the actualization of growth, the gratification of basic needs, and the solving of legitimate and relevant problems at all levels of development in connection with one's individual's capacities, gifts, talents, etc., seem to be poorly described in terms of deficiency. On the other hand, the term D-cognition appears to be appropriate to the recognition of deprivation, distortion, repression, and that not of a negative or unhealthy nature in any "unit" of human behavior.

I suppose it can be said that, this side of perfection, all human beings at all times express some degree of negative, unhealthy, conflicted or deficiency motivation in any unit of active or passive behavior, no matter how subtle or minute and whether they are aware of it or not. The one exception might possibly be the peak experience. Nevertheless one can say that a great deal of human behavior (especially in phases of self-actualization) is characterized by what might be referred to as the result of B or H or Bc or M or MM etc., cognition (B-cognition = cognition of "real" needs and wants and desires; H-cognition = cognition of "healthy" needs, desires, wants, etc.; Bc-cognition = cognition of becoming in realization that one is potentially; A-cognition = cognition more or less like the cognition associated with Bc-cognition; M-cognition = cognition of maintenance or life-sustaining needs; MM-cognition = cognition of new needs or the need to grow).

What I'm getting is that it is not comfortable to speak of the responsible

realization or actualization of one's potentialities and capacities as primarily a matter of recognizing deficiencies. I know that the cognition of a need for a choice that will result in growth involves an awareness of some degree of anxiety, ordinarily, and one might say that anxiety is a deficiency of ease or security. But is a choice for growth and the action that follows from that choice, a matter of D-cognition or Be-cognition or B-cognition (= fulfillment)?

Deficiency of course may be the dominant cognition in seeking out a therapist in order to overcome feelings of deprivation, isolation, inadequacy, etc. But is the person who seeks out a therapist basically motivated only by D-cognition (deficiency) or isn't it also true that he is at least implicitly aware of other more gratifying forms of behavior, feeling, attitudes, etc. that he may possibly attain? If there are certain universal needs, however much they may be suppressed or diverted in different cultures, then isn't it true that Be-cognition as well as D-cognition can be more or less consistent processes in human beings in general?

Finally, in a paper a number of years ago, you made a distinction between aggressive and coping behavior. Coping behavior was mostly problem solving. But self-actualization seems to call for a hell of a lot of problem solving. So maybe I am arguing mostly about a difference in emphasis. Nevertheless, problem solving does seem to be more mechanistic associatidn with Be- or D-cognition than it is concerned with genuine places of self-actualization rather than with deficiency.

I have dropped a lot more along this line, but this meandering reaction should give you some idea of what I'm concerned about in both of your papers.

Evelyn and I are glad to hear that you are having a seeking good time in your pool. She joins me in affection.

Tony

July 20, 1959

Dear Abe,

I am enclosing a copy of a letter that arrived this afternoon. I thought you would be interested in the formal organization of Existentialists in this country, but even more so in the news about their Journal.

I know that your list was built up over a period of years and that it has continued to grow. It has become a vital part of the work connected with our own Journal. Nevertheless, my first reaction is to send them a copy of our list. But since I am rather innocent in matters of this kind, I thought it best to check with you about this. Please let me know what you would do.

I am curious about the Association that Van Dusen refers to. Do you know anything about it? What is the home state of the organization? Is it a non-profit corporation and does it have Federal tax exemption? Should I make an effort to find out, or would you rather get this information from Rollo May when you see him in September at the APA meetings in Cincinnati?

More about other things later on this week.

Terry

copy

Leaving here Aug 18

Dear Tony

I asked my secretary to send up to date copy of mailing list to Van Dusen. Nothing private about it. You may give it to anyone who would find it useful. About his Associates why don't you find out. I doubt whether I'll have more than a minute with Rollo May at APA.

About D-needs, yes. That covers healthy D-needs & also neurotic needs. I agree with you. This needs clarification & cleansing. I guess I think of neurotic needs as ultimately having healthy goals but going about it in stupid childish fearful ways. In any case this whole dichotomizing of B & D is surely transitional

only Heuristic & temporary. Do you know my paper in Nebraska Motivation Symposium on Deficiency motivation & growth-motivation? I think my effort to make this differentiation started as an irritation with behavioristic & Freudian "need-reduction" theory, a need-as-a-nuisance-to-be-allayed. For this purpose I think the differentiation is good enough. For more refined analysis which doesn't bother with polemics, much remains to be done. Your letter is a good start. Why don't you try? I just don't have the time yet.

My best to Evelyn

ss/ Abe

Leaving here Aug 18

Dear Tony

I asked my secretary to send up to date copy of mailing list to Van Dusen. Nothing private about it. You may give it to anyone who would find it useful. About his Associates why don't you find out. I doubt whether I'll have more than a minute with Rollo May at APA

About D-needs, yes, that covers healthy D-needs & also neurotic needs. I agree with you, this needs clarification & cleansing. I guess I think of neurotic needs as ultimately having healthy goals but going about it in stupid childish fearful ways. In any case the whole dichotomizing of B & D is surely transitional only. Heuristic & temporary.

Do you know my paper in Nebraska Motivation Symposium on Deficiency-motivation & growth-motivation? I think my effort to make this differentiation started as an invitation with behaviorism & Freudian "need-reduction" theory a need-as-a-nuisance-to-be-allayed. For this purpose I think the differentiation is good enough. For more refined analysis, which doesn't bother with polemics, much remains to be done. Your letter is a good start. Why don't you try? I just don't have the time yet

My best to Evelyn

Abe

THE MERRILL-PALMER SCHOOL
71 FERRY AVENUE, EAST
DETROIT 2, MICHIGAN

August 20, 1959

Mr. Anthony Sutich,
2637 Marshall Drive,
Palo Alto, California

Dear Mr. Sutich:

I would like to withdraw my paper The Creative Relationship in Child Therapy for consideration in the Journal of Self Psychology. An edited version of this material has now been published in my book Psychotherapy With Children.

Under seperate cover, I am sending a paper which I would like to serve as a substitute. The paper grows out of a recent address at Syracuse University in a symposium on Creativity and Mental Health. The paper will be published in a paper-back book by Syracuse University Press in about a year and a half, but the editor is willing that it appear in the Journal of Self Psychology if you feel it is appropriate for the journal.

Dorothy Lee and I have enjoyed our correspondence with you very much. To avoid duplication, I have been speaking to you through her. Now that Dorothy has left Merrill-Palmer, we must each do our own talking. I hope the problem of university affiliation is now settled and you are able to proceed to approach a Foundation. I am happy to continue to render my support whenever it is needed. Should you find it too complicated now to communicate with both Dorothy Lee and myself, Dorothy has agreed to continue as the person who works with you. In any case, I feel I have lived through some of these struggles with you and it has made the entire project much more alive and meaningful for me.

Sincerely,

Clark Moustakas

Clark Moustakas

CEM:cj
Enc.

August 28, 1959

Dear Abe,

I wrote you a couple of weeks ago about a request for our mailing list from one of the editors of the forthcoming Existential Inquiries. His name is Van Dusen and he is a psychologist at the Mendocino Hospital for the Criminally Insane, at Talmage, California. Rollo May and someone else whose name I can't locate are also on the Board of Editors of the Inquiries. The first publication is scheduled for this Fall.

About the mailing list, my inclination was to send it to Van Dusen in view of Rollo May's tie-in with us. I felt, however, it would be best to check with you again, not having heard from you thus far.

Evelyn and I are leaving for a two weeks vacation beginning August 30, and I expect to be back on the job September 14. I understand that you are probably going to see Rollo May among others at the APA convention, and if something develops, I'll be ready for action as soon as I'm back. When you were here you mentioned the possibility of seeing the people at Goddard, where your nephew is enrolling this Fall. I don't know whether this would precede your talk with Sacher about the Journal but assume that in any case the Sacher/has top priority.

anglo

I must say that I felt sort of chagrined when I learned that the Existentialist group was all ready to come out with their Existential Inquiries in another month or two (I have already subscribed), and that they have an American Association of Existentialists sponsoring the periodical. On the other hand, I can't say that my reaction was more than momentary. After all, we really have something substantial and vital and there is no doubt about the sustained effort we are putting forth in connection with our own Journal, in spite of Heaven and the Ortho-Psychiatric crowd.

We are really looking forward to getting away from Palo Alto for a couple of weeks. And Evelyn joins me in hoping that you and your family have had a most wonderful August.

Tony

P.S. I am full of a bunch of relevant and irrevarent odds and ends, but I'll hold off until I get back from vacation.

399

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

September 21, 1959

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto
California

Dear Tony,

I have consulted with Sachar about the journal and this time he is definitely interested. What he wants is a memorandum in detail on the plan for it, Board of Editors, financing, etc.

I assured him that the University would have no commitment to it beyond sheltering it from the Income Tax Bureau.

Can you pull this stuff together and send it to me and I will go into him with it.

Love to both of you,

A. H. Maslow

AHM:vc

370

copy

Oct. 5, 1959

Dear Abe,

Thank you for the report on your interview with Dr. Sachar. In accordance with your instructions I am forwarding herewith a number of enclosures having to do with the launching of our much needed Journal.

I felt it best to send you the key documents or copies so that you and Dr. Sachar would have a comprehensive picture of developments from the beginning. There are, however, a number of comments I wish to make in order to give you a somewhat fuller report.

1) I have scores of wonderful replies to the original Statement of Purpose and the Definition of the Journal. If necessary I shall be glad to forward either originals or copies of these replies sent in by so many distinguished men and women from various disciplines.

2) One of the enclosures is concerned with a number of excerpts from a reply sent in by Dr. Adrian van Kaam of Duquesne University. The purpose behind the inclusion of these excerpts is to demonstrate the international scope of interest and work in the "third force" area. In my files there are letters from all over the world, some asking for more information, others sending in requests for subscriptions, etc. These letters can also be made available either in their original form or through copies.

3) I have left out material directly concerning the organization of our Board of Editors. The change of titles made necessary by the communication from the American Orthopsychiatric Association was difficult, but sympathetically responded to by the members of our Board of Editors. Thus far there has been no change in the Editorial Board and there is no doubt that everyone is eager to get on with the business of launching the Journal.

4) The Estimate of Costs enclosure refers to a Journal that would be more or less like the regular Journals of the APA and the Murchison group. At the outset I was interested in what the cost would be in connection with a quality product. The costs, of course, would be substantially lower with a different format. I see no objection to an alternative format that would be both presentable and considerably less expensive. One such alternative is the format of ETC. Others could be cited. It should be kept in mind that the Estimate of Costs does not take into account the income from subscriptions and any appropriate advertisements such as those seen occasionally in the regular Journals.

5) The Informal Progress Report, dated August 1959, has not been sent out to the members of our mailing list. The chief reason is that it seemed appropriate to hold off until your conference with Dr. Sachar.

6) I think it would be very important to point out to Dr. Sachar that we are ready to co-operate in every reasonable way with him and Brandeis University in setting up the Journal of Self Psychology. It seems to me that his best guarantee of "good works" as well as good faith in the organization and functioning of the Journal is the caliber of the distinguished men and women on our Board of Editors.

I do hope that the enclosed material is what you wanted. Please let me know if anything else is required.

Tony

AJS: shb
Encls.

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

November 3, 1959

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I spoke with Sachar about the journal. He retains his interest but makes it absolutely clear that this could never involve the slightest promise of support from the University.

What he finally decided to do was to visit you in your home sometime next month when he visits his son who is at Stanford. I think he simply wants to reassure himself that you expect no help from him and to make sure that you are a nice person and not a psychopath who might be pulling some unseen gimmicks out of an unseen hat.

Cordially,

A. H. Maslow, Chairman
Department of Psychology

AHM:vc

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

November 17, 1959

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I had a conference with Glenn Olds yesterday, Dorothy Lee and Robert Hartmann also attended. (We are trying to set up an Institute for Advanced Studies in Human Values here and it looks as if it may come off). In any case, Olds was extremely apologetic about the misunderstandings and very eager to open the whole business again. From what he said I gathered that the whole thing would be settled very quickly.

In any case, my impression is very strong that he would be a better one than Sachar. So could you at once send him the material that he would need. Please do this in a hurry because it is a delicate matter with Sachar. It would be better to settle this whole thing before he comes to California to visit you, especially since I must not be involved; that is, if you do see Sachar, please say that this was your own idea.

Cordially,

A. H. Maslow, Chairman
Department of Psychology

AHM:vc

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

November 24, 1959

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I have just received a little memo from Dr. Sachar. He says "If there is no financial commitment by the University, I can see only prestige in a sponsorship. Go to it and best of luck." That's all he said. I gather it means that he now finds it unnecessary to talk with you about it. In view of my previous letter about Glenn Olds, I guess it is up to you to decide. From the way in which Olds spoke with me about it, I gather there might be some possibility of more than a nominal backing. Maybe even some financial support. On the other hand, there are some advantages in having it at Brandeis because several of your editors will be here. This, of course, is not awfully important because Springfield College is close enough. I guess it's up to you.

Cordially,

A. H. Maslow, Chairman
Department of Psychology

AHM:vc

Dictated by Dr. Maslow but signed in his absence.

40 Wamsutta Avenue
Waltham, Massachusetts
December 29, 1959

Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Mr. Sutich:

I was talking to Dr. Maslow the day before yesterday about the journal which you are trying to organize. Dr. Maslow told me the story of the journal to date and he also told me of some of the difficulty which you have been having in finding a suitable name for it. He said that you and your colleagues had finally decided on: The Journal of Self Psychology.

I am a senior student at Brandeis University. Next year I will be entering graduate school in psychology. I am fairly well acquainted with the work of the men who comprise the Journal's Board of Editors: Maslow, Goldstein, A ngyal, Allport, Rogers. This is the kind of psychology which I myself feel most at home with, and the chances are that if I stay with psychology, I would want someday to submit articles to your journal.

But I must confess that I was a little taken back at the name which has been chosen for the journal. I believe that I share Dr. Maslow's feelings in this, that the name is not altogether satisfactory. If I may speak frankly: It seems to me that the danger is that self-psychology will become a kind of cult and that the term "self-psychology" does not quite capture the spirit of the men who are your editors. To me these words have almost become a little like slang, almost like "hip-talk".

Ellen, my wife, and I were talking to Dr. Maslow about this. I want to say this as simply as possible. It seemed to us that at those times when a person feels most unique, that is, most like himself, is when he feels most like others. It's those times when he feels most human, when he feels his "humanness", and when he is proudest to be of the human species.

Consequently, we thought that perhaps a better name than self-psychology for the kind of psychology we like would be "humanistic psychology", and we would like to suggest that the name of the journal ought to be The Journal of Humanistic Psychology. I have many thoughts concerning this name, especially its relationship to the whole history of humanism, but I don't want to burden you with them.

I know that if this name sits well with you, then the chances are that your feelings will be similar to mine and to those of Dr. Maslow. Let me just add that to me the name is a much more loving name than "self-psychology" and one that reflects much more our fundamental concern with human nature and the development of human beings.

Sincerely,

Stephen Cohen

Stephen Cohen

P.S. I've just talked to Dr. Maslow on the telephone to read him this letter, and he told me another interesting thing. Apparently Dr. Fromm has already used a term like the one we are suggesting. He's called his particular brand of psychoanalysis "humanistic psychoanalysis".

Another thing: Last night Dr. Maslow had dinner with Dr. Herbert Marcuse, a member of the Brandeis faculty whom you probably know. Quite independently of the discussions which Dr. Maslow and I have had, Dr. Marcuse suggested that the name of the journal ought to be The Journal of Human Studies. However, Dr. Maslow's feeling was that the main purpose of the journal was to relate the humanistic tradition to psychological studies specifically. This was at least in part an effort to reform some of the notions of the American Psychological Association.)

TELEPHONE DAVENPORT 3-9166

MEMBER, A. P. A.

ANTHONY J. SUTICH
CLINICAL PSYCHOLOGIST
2637 MARSHALL DRIVE
PALO ALTO, CALIFORNIA

Jan. 8, 1960

Dr. Abraham H. Maslow
Brandeis University
Psychology Department
Waltham 54, Mass.

Dear Abe,

I have read Stephen Cohen's letter a couple of times. Naturally it is good to get his views. And most certainly I am interested in his discussions with you. (Iunderstand he read you the contents of the letter) and that therefore you will be familiar with any references to it.

Since the letter came in the middle of the legal business connected with transferring the Journal to Brandeis, I felt that my reconsideration of the title at that moment was simply out of the question. The legal documents, therefore, are concerned only with the transfer of the Journal to Brandeis. I assume that the transfer will be an accomplished fact shortly.

Now for the title: As you already know, I myself am not too happy about the title, "Journal of Self Psychology". "Humanistic Psychology" is certainly an attractive alternative. "Self Psychology" seems to be more clearly implied in "Humanistic Psychology" than vice versa.

In referring to your dinner with Dr. Herbert Marcuse, Cohen said that "Dr. Marcuse suggested that the name of the Journal ought to be "The Journal of Human Studies". However, Dr. Maslow's feeling was that the main purpose of the Journal was to relate the humanistic tradition to psychological studies specifically. This was at least in part an effort to reform some of the notions of the American Psychological Association."

Incidentally, Carl Rogers proposed "Journal of the Human Person" in his reply to our Statement of Purpose. I can be just as happy with "Humanistic Psychology" as I am with "Self Psychology" for the Journal title. From my point of view, the Journal is your baby primarily and having fatheredit, you must be the one responsible for the final decision on the title.

Affectionately,

Tony

AJS: shb

TELEPHONE DAVENPORT 3-8166

MEMBER, A. P. A.

ANTHONY J. SUTICH
CLINICAL PSYCHOLOGIST
2637 MARSHALL DRIVE
PALO ALTO, CALIFORNIA

Jan. 11, 1960

Mr. Stephen Cohen
40 Wamsutta Ave.
Waltham, Mass.

Dear Mr. Cohen:

I appreciate your thoughtful letter on the title question. The title problem is a very difficult one for all of us.

Since receiving your letter I have written to Dr. Maslow concerning a possible reconsideration of the title. Although I am only one of several who have serious reservations about the title, it may not be practical to do anything about it, at least for the time being.

Sincerely,

ANTHONY J. SUTICH

AJS: ahb

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

February 4, 1960

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

Sorry for the wait — only the Board of Trustees can officially act on this matter and they are meeting sometime this month.

I got a note from Dr. Sachar this morning that he would like to talk to me about it next Monday. I don't know what this means. As usual, our only recourse is to be patient. The moment anything definite happens, I will write to you.

Affectionately,

Abe

Brandeis University
Waltham 54, Massachusetts

Encl. to 3/11/60

MEMORANDUM

February 9, 1960

SUBJECT: JOURNAL OF SELF-PSYCHOLOGY

Professor Abraham H. Maslow, Chairman of the Department of Psychology, recommends that Brandeis University "join in fostering the publication of a new and badly-needed journal of psychology tentatively entitled Journal of Self-Psychology." He has presented a document whereby the Ortho-Psychological Foundation, a California corporation with an address in Palo Alto, has authorized the transfer to Brandeis University of all its rights and interests in the Journal of Self-Psychology. Dr. Maslow notes that Anthony Sutich, President of the Foundation and a member of the Board of Editors of the Journal, understands there is to be absolutely no financial commitment by the University. Mr. Sutich intends to raise the money for publication by appealing to various foundations, and the chief purpose of having the University take over the Journal is that contributions for the publication may be tax-exempt.

If the Trustees wish to adopt Dr. Maslow's proposal, the following vote is recommended to protect the financial position of the University as far as possible:

VOTED: That the University accepts the transfer from the Ortho-Psychological Foundation, of California, of all its rights and interests in the Journal of Self-Psychology; and that the University undertakes the publication of said Journal as a part of its educational activities with the express stipulation, however, that no general funds of the University shall be made available for the expenses of the publication of said Journal, and the sole financial responsibility of the University shall be to make available for the expenses of said Journal such funds as may be given or paid to the University for the express purposes of the Journal, and that this stipulation be made known to any present or future members of the Board of Editors of said Journal.

dlu

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

March 11, 1960

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony,

Patience and fortitude! I have been wondering about the delay. I just found out that the matter of the journal comes up at the March 23rd meeting of the Board of Trustees. Wait! Wait! Wait!

Cordially,

A. H. Maslow, Chairman
Department of Psychology

AHM:vc

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

Memorandum

March 22, 1960

TO: PROFESSOR ABRAHAM H. MASLOW

FROM: A. L. SACHAR

SUBJECT: JOURNAL OF SELF-PSYCHOLOGY

At its regularly-scheduled meeting on March 21, 1960, the Board of Trustees of the University voted to adopt your recommendation as stated in your memorandum of February 9, 1960, to undertake the publication of the Journal of Self-Psychology. A copy of the actual vote is attached for your information.

HLS

ALS:dlu
cc: Dean Berger

Encl #5

March 31, 1960

(Copy of Draft)

Board of Editors
Journal of Self Psychology

Dear Dr. _____

Since the last report to you, dated Feb. 6, 1959, our first concern has been the transfer of sponsorship of our Journal from the Ortho-Psychological Foundation to a suitable University. I shall not go into the many details and difficulties connected with this effort but after a series of delays, transfer has finally been accomplished. We are officially informed by the Board of Trustees of Brandeis University, Waltham, Mass., that on March 21 the University accepted the transfer from the Ortho-Psychological Foundation of Palo Alto of all it's rights and interests in the Journal. The tentative title, approved by the Board of Trustees, is the Journal of Self Psychology.

The title is still somewhat controversial. It has been suggested in some quarters that it be changed to Journal of Humanistic Psychology. (It will be recalled that the original title was Journal of Ortho-Psychology and was dropped at the request of the American Orthopsychiatric Association because of conflict with the title of their own Journal. The only substitute at the time around which even a reluctant agreement could be reached was the Journal of Self Psychology). Title change is still an open issue but a final decision is not of primary importance at this moment. In a phone conversation, I suggested that I proceed first as rapidly as possible with the financing while the title issue is being settled.

Having completed the transfer of it's sponsorship of the Journal to Brandeis University, the Ortho-Psychological Foundation having no other significant project or any available funds, will therefore cease to exist as a corporate entity as soon as such action can be properly and officially taken.

I shall continue to do my utmost in bringing about the early appearance of the first issue of our Journal.

Sincerely,

_____
Anthony SUTICH
Executive Editor

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

April 11, 1960

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I was at a party at Dorothy Lee's and discussed journal with her, Larry Frank and with Kurt Wolff and one or two other people there. Lots of suggestions. Larry Frank, who has been instrumental in the beginning of four or five journals, said that he definitely expected that the foundations he knew would not be interested in publishing a journal with the possible exception of the Bollingen Foundation; I don't have their address but I think they have offices in Washington and New York; perhaps also on the west coast. They might be interested. In general, he said every journal that has started did so as the organ of a group of people who formed an association, paid dues, and got the journal for their dues. He suggested my mailing list as a beginning and I would add also Sorokin's Research Society for Creative Altruism which is now defunct. Another suggestion that he had was that Arthur Rosenthal of Basic Books might be interested, especially if there were already a number of promises to subscribe, if it were the organ of a society, and if there were other expressions of interest. He himself has a big mailing list and could undoubtedly make a success, perhaps even a financial success. But Frank said that he should not be approached until there was a definite list of probable subscribers. His office is in New York City. He and the others in talking about the title all agreed in suggesting something rather neutral like "Human Studies" or simply the word "Human" or something like that so that cross disciplinary interests would not be excluded.

One other man who had been associated with a journal reported that they printed it in Holland and were able to make it pay with 200 subscriptions at $5.00 per year. The name of the man who could tell you about this is Professor Marichal, Dept. of Romance Languages, Harvard University. Larry Frank, whose address you have, said that he would be glad to advise you on these things.

Cordially,

A. H. Maslow, Chairman
Department of Psychology

AHM:vc

April 20, 1960

Dear Abe,

Yo ho! and a Heave Ho! I have gone through your latest letter - the one about xxxx the party you attended - and have made a decision. I am announcing to you first the death of the title, "Journal of Self Psychology". (For the moment, while funeral arrangements are being made, this information is for your use only.)

I am enormously pleased over the sponsorship by Brandeis. But just imagine my current position! First we had to sink the "Journal of Ortho-Psychology". Then there was the difficult work of setting up a new title, "Journal of Self Psychology". This was the best that could be done at the time and there is no question about the reluctance of agreement on it from practically everybody concerned. After many a moon the title is accepted tentatively by the Board of Trustees at Brandeis.

In the middle of the Board of Trustees consideration of sponsorship in January comes a letter from Stephen Cohen (apparently reinforced by your approval) recommending that we would probably do much better if we adopted "Journal of Humanistic Psychology" as our title. Cohen's letter made lots of sense. Let me quote directly from it:

> "P.S. I've just talked to Dr. Maslow on the telephone to read him this letter, and he told me another interesting thing. Apparently Dr. Fromm has already used a term like the one we are suggesting. He's called his particular brand of psychoanalysis "humanistic psychoanalysis".
>
> Another thing: Last night Dr. Maslow had dinner with Dr. Herbert Marcuse, a member of the Brandeis faculty whom you probably know. Quite independently of the discussions whichDr. Maslow and I have had, Dr. Marcuse suggested that the name of the Journal ought to be the Journal of Human Studies. However, Dr. Maslow's feeling was that the main purpose of the journal was to relate the humanistic tradition to psychological studies specifically. This was at least in part an effort to reform some of the notions of the American Psychological Association."

I would be most happy to decide on "Journal of Humanistic Psychology" as a substitute for "Journal of Self Psychology".

A week or so ago after having received word of the Brandeis sponsorship, I fixed up a letter to the members of our Board of Editors informing them of it and letting them know that the title question is still open. I added that

the "Journal of Humanistic Psychology" or something similar would probably be the title, inviting their own suggestions as well. But just as I was to send it off, I got your "party" letter. In it you seem to have gone "neutral" as far as the inclusion of psychology in the title is concerned. This seems to be inconsistant with Cohen's reference above to your remarks on Humanistic Psychology.

Fortunately for both of us the matter of a title is not tremendously important as long as it smells sweet and grows beautiful flowers. But I need help here. From you, first, rather than Larry Frank.

Do we or do we not want a Journal specifically identified with the field of Psychology in it's title? If so, the "Journal of Humanistic Psychology" is fine as far as I'm concerned. If not, then what? Do you want, instead, "Journal of Human Studies" or, more simply, "Human Studies"?

Please let me know your preference. I shall gladly take the responsibility for the title decision whether or not it includes a specific psychological reference, but I simply cannot decide on one or the other without knowing your preference. I wouldn't hesitate a moment on this issue if I had your perspective, your knowledge and your general level of comprehension in the psychology field as well as elsewhere. But I haven't. And that is why I want a definite word from you.

Now about the association business. I agree we need an association, something that would be a device or agency to handle the Journal directly. Membership in the association could be coupled with a subscription. I'll be glad to get in touch with Larry Frank, as soon as we settle the title business. I think you will appreciate this necessity — how can an association be formed and worked for without something definite in the way of an association title? Notice our friends — the American Association of Existentialist Psychology and Psychiatry. Would something like American Association of Humanistic Psychology (or Human Studies; or Human Man) be suitable? I have to get off this hook because I find it very difficult to approach Foundations for money or our mailing list people for possible money, subscriptions, and membership in an association that has no name. And in connection with a Journal that has no definite title.

My Babe sends love to you. She read the above letter in draft form and says it sounds as if I am having a "pique" experience.

Tony

Official Not. Copy of letter sent to Members of Board of Editors, informing them of acceptance of Journal sponsorship by B. of T. Brandeis Mar. 23, 19..

2637 Marshall Drive
Palo Alto, California
April 22, 1960

~~Dr. Abraham Maslow~~
~~Brandeis University~~
~~Waltham 54, Massachusetts~~

~~Dear Dr. Maslow:~~

It is most gratifying to report that we are officially informed by the Board of Trustees of Brandeis University, Waltham, Massachusetts, that on March 21, 1960, the University accepted the transfer of sponsorship of the Journal of Self Psychology from the Ortho-Psychological Foundation of Palo Alto. All rights and interests in the Journal are transferred to Brandeis University and the title, tentatively approved by the Board of Trustees, is the Journal of Self Psychology (see below).

It is important to note that the title is tentative. As you will recall the title first proposed for our Journal was the Journal of Ortho-Psychology. The title had to be dropped, however, just after a publication date had been announced (Jan. 1, 1959). The American Orthopsychiatric Association had for many years sponsored the Journal of Orthopsychiatry. Their journal title clearly conflicted with our own, and at their request we discarded our own title, Journal of Ortho-Psychology, even though we were legally entitled to use it.

Unfortunately, it was almost immediately evident that the choice of a substitute title for our Journal meant real difficulties. Controversy arose. After several months the only substitute around which even a reluctant agreement could be reached was the Journal of Self Psychology. Dissatisfaction over the title continued, but no clear cut alternative had appeared by the end of 1959 when Brandeis was approached for sponsorship. Recently, however, while the sponsorship issue was before the Brandeis University Board of Trustees it became quite evident that a more suitable title might be the "Journal of Humanistic Psychology". This title seems to be the best so far considered and it is virtually certain that it will be the final choice. Fortunately, the Board of Trustees at Brandeis University has accepted sponsorship in such a way that there is no problem connected with dropping "Journal of Self Psychology" in favor of "Journal of Humanistic Psychology".

In accepting the sponsorship of our Journal, the Board of Trustees of Brandeis University stipulated that Brandeis University will in no way be directly obligated financially, now or in the future, in connection with the publication of the Journal. This stipulation is based on an understanding

prior to the sponsorship decision. Our intention from the outset has been to finance the launching of the Journal through foundation grants and private donations. (Brandeis University, of course, has Federal tax exemption, and all contributions are, therefore, tax deductible.) In relation to this, the names of individuals or foundations who may wish to contribute will be very welcome.

A business office is in the course of being set up. For the time being, however, contributions can be made out and sent to Brandeis University Journal Fund in care of my office, 2537 Marshall Drive, Palo Alto.

I am already at work on various possible sources of funds. You will be kept informed of progress in this direction. I am hopeful that this report will include, in some part at least, an expression of your own financial efforts in behalf of the Journal.

It has been strongly recommended from sources familiar with problems inherent in launching new journals that an association of interested parties be formed. This association, in which membership fees might be combined with a subscription to the Journal, would be the administrative organization in charge of publication and other Journal business. The title proposed for this Association by Dr. Abraham Maslow is the American Association of Humanistic Psychology.

Please let me hear from you.

Sincerely,

ANTHONY J. SUTICH
Executive Editor

AJS:plr

4/27/60

Dear Abe,

I called John Arnold Saturday and had a very satisfying talk with him. He is enormously pleased about Brandeis taking over the sponsorship of the Journal. He doesn't like Journal of Self Psychology anymore than anyone else seems to, but Journal of Humanistic Psychology sounded okay. So much so that he decided to write to Alcoa and G E, asking them whether they couldn't like to contribute something financially solid to the launching of the Journal. He seemed to be angling for a contribution that would tie in with the interest of both companies in ~~the~~ research in creativity. Also, he knows several people in one of the local electronic plants that have recently set up Foundations. In at least one of them the Foundation policy covers possible small grants under some general educational label. I am already angling with another one in this area.

When I wrote you last week I didn't include a reference to a local electronics Foundation. It was here that I got the impact all over again of the confusion over the title, although the sponsorship by Brandeis automatically makes my approach utterly respectable.

Do let me hear from you about the title decision I wrote about last week. I have a letter ready to go to Larry Frank and am set to write to the people on the mailing list as well as the rest of the Board of Editors.

Tony

P.S. How would an American Association of Humanistic Psychology sound to you?

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

May 10, 1960

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

After more thinking and talking, my opinion is that it should be the Journal of Humanistic Psychology and that we not make this too definite pending discussions with fund granting institutions that may wish some change that might be acceptable. Accordingly, also the American Association of Humanistic Psychology seems to be about right to me. I think it is fine about John Arnold helping. I hope it works out.

My regards to Babe.

Abe

AHM:vc

May 16, 1960

Dear Abe,

I had almost reached my bursting point when your May 10th reply showed up. I am something like the guy who can resist anything but temptation when it comes to impatience.

I am glad you think our title should be Journal of Humanistic Psychology and that you think it is okay to go ahead with the American Association of Humanistic Psychology. I like both very much.

I shall of course be careful about not making either "too definite" as you suggest in any dealings with fund granting institutions that may wish some modification. I don't anticipate any difficulty in this direction, however.

I can now go ahead with an already drafted letter to the Board of Editors, in which I say that it is "virtually certain" that the new title will be the Journal of Humanistic Psychology. This is enough of a loophole for a possible change if one is required later on. Also, I express appreciation to the Board of Trustees for making it possible to change the title if need be. I'll send you a copy of this letter.

I have rewritten a good part of the Statement of Purpose in order to bring it up to date. It seemed best to leave out background material such as that having to do with Springfield, Goddard, Merrill-Palmer, the Informal Progress Report of August 5, 1958 and other enclosures. However, I wasn't able to put the Statement of Purpose into any final form until I could get some word from you as to a title for the Journal. Within a few days you should get a copy of the modified Statement of Purpose.

About ten days or so ago I started a letter to Larry Frank but had to hold it up because of the title problem. I shall write him in a day or so.

I haven't heard yet from John Arnold. If I don't by the end of the week I shall call him again. He knows the people at the Amoex Corporation in San Carlos - a huge electronics outfit - that has a new Foundation covering "educational" as well as electronics matters. I have known the head of Amex for a long time. He is psychologically oriented. Between Arnold and myself we may be able to get something from him if the Alcoa and G M leads Arnold was contacting don't pan out.

Shall I ask Sorokin for his mailing list without referring to you, or would it be better if I referred to you, or you ask him for it directly? Hope to write some more by the end of the week about some intriguing local-ish U S Public Health L S D 25 Research and "Third Force" through a Dr. Joe Adams from Wisconsin.

Tony

386

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

May 24, 1960

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

Both your drafts look fine. I have nothing to add or change. Youre turning out to be very good at this sort of thing. An unsuspected talent!

I am happy for you about Joe Adams. It is so nice to have someone to talk with whose enlisted in the same army (especially if he knows mathematics).

This refers to your letter dated May 18th. I also received the day before an envelope postmarked May 18th from you but had nothing in it. I suppose this means nothing to report.

Cordially,

A. H. Maslow, Chairman
Department of Psychology

AHM:vc

HARVARD UNIVERSITY
UNIVERSITY HEALTH SERVICES

15 Holyoke Street
Cambridge 38, Massachusetts

May 25, 1960

Dr. Anthony J. Sutich
Executive Editor
2637 Marshall Drive
Palo Alto, California

Dear Dr. Sutich:

I am so glad our Journal finally has a sponsor. However, I am afraid I am going to give you a headache. I do not like the title. I don't think we are dealing with anything that is an ism or istic; and besides that, humanism in this country has been associated with the denial of God. I do not want to either assert or deny God. I agree with Fromm that all I want to oppose is idolatry. I think in the new Journal we would be dealing with the question of humanness, of I-am. This is not to say that I have a title in the place of the one you suggest. (and "I" may include God also, for all I know.)

I am terribly ignorant as to fund raising; however, I shall try to find out where I can turn.

Sincerely,

Dorothy Lee

ok/

June 1, 1960

Dear Abe,

I enjoyed your latest letter. I'm glad you liked the drafts I sent you. At this rate, if I keep writing drafts and final copies of Statements of Purpose (and I must tell you that I have written several for the little corporations that my Babe and her associates have needed for non-profit corporation status in California) I shall reach that level of development at which all of the Holy Books (Bible, Talmud, Koran, and Gita) will be second rate stuff because our own purposes will be so sharply defined, so comprehensive, so enternal and all that, that something bigger than the Cosmos will have to exist in order to have adequate verbal (verbose?) representation.

My chief purpose in writing you now is about something that has occured to me a couple of times since you first said it. Or maybe you first wrote it - it doesn't matter which. You have referred to not having ever applied for a grant, fellowship or apparently help of anyone financially substantial significance in the ourse of your career as a psychologist. Maybe you remember mentioning your work in your brothers' company and how well situated they have become, monetarily speaking.

I can appreciate pride and other similar gimmicks in not appealing to members of the family or relatives for particular grants or donations for various research projects that either you, your associations, your students et al may need. I can't appreciate your remark, which you made rather casually as I recall, if you have held off from appeals to foundations which might be in a position to help out.

I know that Hilgard and company have the Ford Foundation by its big, fat tail and that a lot of money is going in the behavioristic direction. I wouldn't want to see you stick your neck out directly to that crowd. But I don't think that this necessarily applies to foundations in general. Nor do I think that you would be justified fully in staying out of some combination deal with some of our outstanding friends and associates in various fields who, with a little background push from you, might be able to swing some sizable grants from otherwise inaccessible places.

I may be doing you an injustice in writing this way. But if it is an injustice it is because I have no other information to go on than the remarks you've made about asking for funds.

It's one thing to be resistant to acculturation, but as you yourself have shown in illustrations that are appropriate, it is also possible to get into muddy waters when conditions are at flood tide, and you want to go in a certain direction toward which the water is flowing. I think that all one needs is the awareness of the buoyancy of "peak experiences" which make it possible for you to float along and popping up once in a while for enough fresh air to arrive in good shape when you get to where you want to go.

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

June 7, 1960

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

Your letter to the members of the mailing list seems fine. Do you think you might make it a little more specific at the end? Something like the probable fee or if this is hard to figure out now, at least a request for an expression of interest. Perhaps you might ask the specific question "Would you be willing to join in the future, etc."

I don't think you need worry about Dorothy Lee's disagreement especially since she has no better alternative; only if the disagreement reaches a high proportion of the board.

About your other note, be apprised of the fact that I have finally officially swallowed my pride or whatever it was and I am trying hard to get a year off in 61/2. I don't know much about foundations but I am inquiring around now. I will probably apply to Bollingen, the Princeton Institute, maybe Fulbright, and any others that I hear about that seem likely. If you know of any, pass on your suggestions. I want so badly to finish my psychology of science book and I have had so very little time this year that I have got really rebellious about it.

Cordially,

Abe

AHMrvc

7/1960

To The Members of Dr. Abraham H. Maslow's General Mailing List:

It is our great pleasure to inform you that on March 21, 1960 the Board of Trustees of Brandeis University accepted sponsorship of the Journal we have made every effort to launch during the past two and a half years. A series of difficulties, unforeseen at the outset and beyond the range of reasonable expectation, emerged, and one delay after another ensued. You need only be reminded of such complications as the title controversy, the new and very restrictive regulations covering the organization and functioning of Federally tax-exempt, non-profit corporations, delays in negotiating with various favorably inclined colleges, etc. It would be a tedious account if presented in full.

The sponsorship of our Journal by Brandeis University is of great importance. I am sure that I speak for you and the other members of our mailing list, as well as for our outstanding Board of Editors, in expressing our deepest appreciation to Brandeis University, its Board of Trustees, and its President, Dr. Abram J. Sachar.

One of the stipulations in our agreement with the Board of Trustees is that Brandeis University shall not at any time be financially responsible for the Journal. This stipulation is in accordance with our initial position on financing. The title of our Journal was tentatively accepted as the Journal of Self Psychology. It was understood that any title change would be within the scope of the original Statement of Purpose formulated in January, 1958.

The title, Journal of Self Psychology, was reluctantly adopted by the Board of Editors as a stop-gap arrangement late in 1958 when the American Orthopsychiatric Association officially requested that we discontinue our first title, Journal of Orthopsychology, because it conflicted with their own journal title, Journal of Orthopsychiatry. Early this year while sponsorship was under consideration by the Board of Trustees at Brandeis University, an alternative title, Journal of Humanistic Psychology, was suggested and met with much more agreement than the Journal of Self Psychology. The Board of Trustees, however, acted on the title issue before this agreement could be conveyed. Nevertheless, since the title, Journal of Self Psychology, was only tentative, it was possible to drop it in favor of the title, Journal of Humanistic Psychology.

The Journal of Humanistic Psychology requires an administrative agency, and it has been recommended that an association be organized for this purpose. Brandeis University, as a Federally tax-exempt institution, will cooperate in requests for, and acceptance of, grants whether from foundations or individuals, in whatever amount. Funds received by Brandeis University for the Journal will be transferred to an association or other agency administering the Journal. The proposed title of this organization is the American Association of Humanistic Psychology.

The fee for membership in the Association (estimated at six dollars per year) could include a one year subscription to the Journal. Would you be willing to join such an Association? An expression of your views is invited.

A list of the Board of Editors is enclosed.

Anthony J. Sutich
Executive Editor
Journal of Humanistic Psychology

JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 Marshall Drive
Palo Alto, California

July 21, 1960

Dr. Abram L. Sachar, President
Brandeis University
Waltham 54, Massachusetts

Dear Dr. Sachar:

This will inform you that the Board of Editors of the Journal of Self Psychology has decided to replace the title, Journal of Self Psychology, with the title, Journal of Humanistic Psychology. The change is in line with the acceptance of Journal of Self Psychology as a tentative title at the March 21, 1960 meeting of the Board of Trustees of Brandeis University.

Furtherrore, the Board of Editors has decided on the organization and, through its Executive Editor, is engaged in the setting up of an association which will bear the title, American Association of Humanistic Psychology. The purpose of the association is to administer the Journal of Humanistic Psychology in conjunction with the Board of Editors under the sponsorship of Brandeis University.

Grants and other contributions to the Journal of Humanistic Psychology, whether from foundations or individuals, are to be made directly to Brandeis University, Psychology Journal, and in accordance with the decision of the Board of Trustees will be transferred to the Journal.

Sincerely,

Anthony J. Sutich
Executive Editor
Journal of Humanistic Psychology

AS:pw

copy to the Board of Trustees, Brandeis University
copy to the Business Office, Brandeis University

copy

JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 Marshall Drive
Palo Alto, California

July 21, 1960

Dr. Abram L. Sachar, President
Brandeis University
Waltham 54, Massachusetts

Dear Dr. Sachar:

This will inform you that the Board of Editors of the Journal of Self Psychology has decided to replace the title, Journal of Self Psychology, with the title, Journal of Humanistic Psychology. The change is in line with the acceptance of Journal of Self Psychology as a tentative title at the March 21, 1960 meeting of the Board of Trustees of Brandeis University.

Furthermore, the Board of Editors has decided on the organization and, through its Executive Editor, is engaged in the setting up of an association which will bear the title, American Association of Humanistic Psychology. The purpose of the association is to administer the Journal of Humanistic Psychology in conjunction with the Board of Editors under the sponsorship of Brandeis University.

Grants and other contributions to the Journal of Humanistic Psychology, whether from foundations or individuals, are to be made directly to Brandeis University, Psychology Journal, and in accordance with the decision of the Board of Trustees will be transferred to the Journal.

Sincerely,

Anthony J. Sutich
Executive Editor
Journal of Humanistic Psychology

AS:pw

copy to the Board of Trustees, Brandeis University
copy to the Business Office, Brandeis University

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

Memorandum

DATE July 25, 1960

TO: A. H. Maslow

FROM: C. Ruggles Smith

SUBJECT: Journal of Humanistic Psychology

At this point, I doubt the need of approaching the Board of Trustees because your organization has decided to change its name and the name of the journal. I shall ask Dean Berger to communicate this information to the Board at its next meeting and they may merely note the change or they may vote to approve the change if they feel that such action is needed.

It will not be necessary to set up a separate bank account for the deposit and disbursement of monies involved in this enterprise. Just hand any deposits to Mrs. Olson and she will set up a ledger sheet against which any withdrawals will be debited. As long as the withdrawals do not exceed the deposits all will be well. Have a nice summer!

cc: Dean Berger
Mrs. Olson

crs/jmd

TELEPHONE DAVENPORT 3-9166

MEMBER, A. P. A.
392

ANTHONY J. SUTICH
CLINICAL PSYCHOLOGIST
2637 MARSHALL DRIVE
PALO ALTO, CALIFORNIA

August 2, 1960

Dear Abe,

I have a note from your department secretary, Verna Collette, in which she relays information about the financial operations of the Journal of Humanistic Psychology. It appears that depositing, withdrawing, etc,, is a simple bookkeeping operation and I am very glad that this is so. Ditto for the easy way in which changes in the title and the setting up of an association are handled.

As I indicated before, financial matters are one of my pet gripes. I have to double check on bookkeeping for my own cases, keep track of the State and other reports for a couple of small foundations, and administer the complicated finances of a complicated household, etc., etc. It just didn't occur to me that Brandeis had the facilities, personnel and so on - all of which add up to a simple procedure for Journal business, hurrah, hurrah!

I had a friendly and favorable letter from Dr. Hopkins, the Head of the Hopkins Fund, in response to a request for a grant and a separate personal letter to him in which I elaborated on some things that were not provided for in the application. If he can swing the six members of his Board of Trustees, the grant will be assured. He pointed out that he is not always able to convince the Board of Trustees, and therefore could not guarantee the grant. Nevertheless, I am quite encouraged and should know definitely in a very few weeks.

I am in touch with other foundations and as soon as something definite has developed, I shall let you know immediately.

Thus far I have had eleven replies, favorable to the formation of an association and none against. I have not received a mailing from the Existentialist Inquiries managing editor. Nor have I heard anything from Sorokin.

If we take the eleven favorable replies already received, add four or five more to cover those who haven't written in as yet, add another five or six for the members of the Board of Editors, the association would number somewhere around twenty-five. This doesn't seem to be a particularly large number for an association. But I can't evaluate because I don't know what is typical for associations operating today.

In view of the limited number of members in the association, it strikes me that it might be desirable to reverse my position with regard to your daughter Ann's offer to publish the Journal. Publication by a private rather than by a more public association may have no significance in view of Brandeis' attitude toward financing and other matters as brought out in the Memo and other communications.

Please let me know what you think about this? It is important to hear your views on this matter.

TELEPHONE DAVENPORT 3-9166

MEMBER, A. P. A.

393

ANTHONY J. SUTICH
CLINICAL PSYCHOLOGIST
2637 MARSHALL DRIVE
PALO ALTO, CALIFORNIA

Late last night I had a phone call from a friend in Los Angeles, She was at a party and put a Dr. Puharic on the line. Dr. Puharic is an M. D. and has written a book on ESP. He is a friend of Wasson's, a man who wrote an article for Life magazine three or four years ago in which he reported on the history of mushrooms as a source of hallucinogenic phenomena. He told me of just having returned from a trip to Mexico where he spent some time with the same tribes Wasson had been with. Puharic said he took infra-red moving pictures of a series of religious or spiritual rituals in which various species of mushrooms were used. He found that there are at least four different kinds of hallucinogenic mushrooms and each has a different effect. He said he tested them himself and found that while the effects are weaker, they were distinctly different. He is having the films processed today and of course hopes they will all turn out well.

He plans to be in Palo Alto Thursday and Friday when he meets with a number of Stanford faculty people (mostly non-psychological) and I expect to get together with him. I haven't talked with Joe Adams since I returned from vacation but plan to do so within the next few days.

I hope you have had an opportunity to read Adam's paper.

Tony

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

September 1, 1960

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

In a letter to me it turns out that Charlotte Buhler is a little miffed about not being on the editorial board.
.."Incidentally, I was happy to get news of the new journal being actually successfully started and of course I will join. I was a little disappointed not to be invited among this very congenial group of editors. Seems to be my American fate."

Have you had any thoughts about expanding the editorial board? My own feeling is that it wouldn't do any harm to add three or four suitable people and they might be a help in pushing it. What do you think?

Abe

TELEPHONE DAVENPORT 3-9166

MEMBER, A. P. A.

ANTHONY J. SUTICH
CLINICAL PSYCHOLOGIST
2637 MARSHALL DRIVE
PALO ALTO, CALIFORNIA

September 12, 1960

Dear Abe,

Thanks for your $10 check. I shall put it through the regular Brandeis business channels. It is certainly needed here. Thanks again.

I don't think there will be any difficulty in adding Charlotte Buhler to the Editorial Board. She can either be a Member of the Board or be designated "Associate Editor" or "Advisory Editor", etc. I would like to know your preference for her.

I agree on leaving the door open for several more names on our Editorial Board. Can you suggest who the "three or four suitable people" might be? Would you suggest Carl Rogers, for instance, now that he has notified me that he is willing to join the Association and subscribe to the Journal? I am enclosing a list of people who have written in, saying they want to join the American Association of Humanistic Psychology. Such membership is to include a one-year subscription to the Journal. (The Journal, however, can be subscribed to independently by those who don't want to associate themselves with the broader Association activities.) Would you care to pick out some "suitable" Editorial Board Members from this list or do you have other, better prospects in mind as far as capacity for work and money, money, money goes?

I got the announcement ball rolling last week. At the rate of about two hundred a day, all of the people on the Existentialist and Star Island mailing lists should be hearing from us soon. The total runs into something like eight or nine hundred individuals. This sort of thing is expensive, but What the Hell! I can't think of any better way to spend any surplus (?) cash we have around here.

It sounds like a good idea to be a bit more careful about who goes on your own mailing list. I'll on a little more careful in screening them henceforth.

I am continuing to push the Foundation Fund project. I wrote to Lawrence Frank, again, as you suggested. One of these days I'll write you a brief report on the Foundation inquiries and their results.

Tony

AS:pw
2 encl.

Those willing to join the American Association of Humanistic Psychology are as follows:

Gordon W. Allport, Harvard University

Tom Weide, Psychologist, San Jose, Calif.

Horace B. English, Ohio State University

Henry D. Paratoud

Oscar Oppenheimer

John Shlien, University of Chicago

Mrs. Barry Stevens, Waltham 54, Mass.

Dr. Wilbert J. Dipboye, Syracuse University

Donald Snygg, State University of New York

A. Levitsky, Clinical Psychologist, St. Louis State Hospital

Robert W. White, Chairman, Dept. of Social Relations, Harvard

H. E. Scarbrough, Ph.D., Clinical Psychologist, Beverly Hills

Misako Miyamoto, Brandeis University (after September, Japan Woman's University, Tokyo)

James B. Ales, Brandeis

John K. McCreary, Ph.D., Associate Prof. of Psychology, Bates College, Lewiston, Maine

Norman Townshend-Zellner, Agricultural Economist, U. S. Dept. of Agriculture, Washington, D.C

Ordway Tead, Vice President, Harper and Brothers, New York

Franklin Shaw, Dept. of Psychology, University of Alabama

Carl R. Rogers

Dr. R. Diaz-Guerrero, Assistant Head, Psychology Dept., National University of Mexico

G.W.H. Leytham, Dept of Psychology, University of Liverpool, Liverpool, England

Harry A. Overstreet, 1303 Fiddler's Green, Lake Barcroft, Falls Church, Virginia

J. W. Getzels, Professor of Education and Member, the Committee on Human Development, U. of C

Halbert L. Dunn, M.D., Washington, D.C.

W. Van Dusen,

Edmund W. Sinnott,

Dr. Ira Progoff

Psychotherapy and Training Center, Gainesville, Florida

Izetta de Forest, Sky Farm, Marlborough, N.H.

Ross L. Mooney, Coordinator of Research, Ohio State University

Dr. Roberto Assagioli, Florence, Italy

Frank Hilton, Psychosynthesis Research Foundation, Greenville, Delaware

Clark Moustakas

Dr. Helen Merrell Lynd, Sarah Lawrence College

Henry Geiger, Manas Publishing Company, Los Angeles, California

David D. Eitzen, Ph.D., Claremont, California

Mrs. Howard Lane, 10 Lundy's Lane, San Mateo, Calif.

Charles D. Dawson, Waltham 54, Mass.

Henry Winthrop, Soc. Sci. Division, U. of South Florida, Tampa, Fla.

Sidney M. Jourard, Ph.D., The J. Hillis Miller Health Center, U. of Florida, Gainesville

Thomas Hora, M.D.

Harry S. Broudy, Professor of Education, U. of Illinois, Urbana, Illinois

Charlotte Buhler, Ph.D.

Manfred F. DeMartino

ANTHONY STEVENS
CLINICAL PSYCHOLOGIST
2557 MARSHALL DRIVE
PALO ALTO, CALIFORNIA
MEMBER, A.P.A.

Those willing to join the American Association of Humanistic Psychology are as follows:

Gordon W. Allport, Harvard University

Tom Weide, Psychologist, San Jose, Calif.

Horace B. English, Ohio State University

Henry D. Paratoud

Oscar Oppenheimer

John Shlien, University of Chicago

Mrs. Barry Stevens, Waltham 54, Mass.

Dr. Wilbert J. Dipboye, Syracuse University

Donald Snygg, State University of New York

A. Levitsky, Clinical Psychologist, St. Louis State Hospital

Robert W. White, Chairman, Dept. of Social Relations, Harvard

H. E. Scarbrough, Ph.D., Clinical Psychologist, Beverly Hills

Misako Miyamoto, Brandeis University (after September, Japan Woman's University, Tokyo)

James B. Klee, Brandeis

John K. McCreary, Ph.D., Associate Prof. of Psychology, Bates College, Lewiston, Maine

Norman Townshend-Zellner, Agricultural Economist, U. S. Dept. of Agriculture, Washington, D.C.

Ordway Tead, Vice President, Harper and Brothers, New York

Franklin Shaw, Dept. of Psychology, University of Alabama

Carl R. Rogers

Dr. R. Diaz-Guerrero, Assistant Head, Psychology Dept., National University of Mexico

G.W.H. Leytham, Dept of Psychology, University of Liverpool, Liverpool, England

Harry A. Overstreet, 1303 Fiddler's Green, Lake Barcroft, Falls Church, Virginia

J. W. Getzels, Professor of Education and Member, the Committee on Human Development, U. of C

Halbert L. Dunn, M.D., Washington, D.C.

W. Van Dusen,

Edmund W. Sinnott,

Dr. Ira Progroff

Mary Mosychrop Sanders and Training Center, Gainesville, Florida

Izetto de Forest, Sky Farm, Marlborough, N.H.

Ross L. Mooney, Coordinator of Research, Ohio State University

Dr. Roberto Assagioli, Florence, Italy

Frank Hilton, Psychosynthesis Research Foundation, Greenville, Delaware

Clark Moustakas

Dr. Helen Merrell Lynd, Sarah Lawrence College

Henry Geiger, Manas Publishing Company, Los Angeles, California

David D. Eitzen, Ph.D., Claremont, California

Mrs. Howard Lane, 10 Lundy's Lane, San Mateo, Calif.

Charles B. Dawson, Waltham 54, Mass.

Henry Winthrop, Soc. Sci. Division, U. of South Florida, Tampa, Fla.

Sidney M. Jourard, Ph.D., The J. Hillis Miller Health Center, U. of Florida, Gainesville

Thomas Hora, M.D.

Harry S. Broudy, Professor of Education, U. of Illinois, Urbana, Illinois

Charlotte Buhler, Ph.D.

Manfred F. DeMartino

ANTHONY R. SUTICH
CLINICAL PSYCHOLOGIST
3627 MARSHALL DRIVE
PALO ALTO, CALIFORNIA
MEMBER, A.P.A.

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

DEPARTMENT OF PSYCHOLOGY

September 15, 1960

Mr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I am sorry that you are having trouble getting the Journal of Humanistic Psychology launched. I am fond of Dr. Maslow and just the other day gave one of his papers on the Peak Experience to a visitor.

The Ford Foundation has washed its hands of work in the Behavioral Sciences. Our Laboratory received a grant from them five years go but they have made it very clear that they will not renew or continue support. So my enfluence in that direction is now nil.

I wish I were able to help, but I do not see clearly what I can do at this stage. One possibility is the Psychological Foundation, with its headquarters within the American Psychological Association in Washington. I think it would be worth sounding it out.

Sincerely yours,

Ernest R. Hilgard
Professor of Psychology.

ERH:b

Sept. 19, 1960

Dear Abe,

In the course of my grinding, griping, and gimme quest for enough funds to launch our Journal, I have not hesitated to ask where one might least expect to get help. My theory in such approaches is based (?), for want of a better source, on a story I heard many years ago: A little boy ran home to his Mother and said that the next door dog whose name was Captain had gotten very fat and was going to have puppies. His Mother said mildly to him,"I don't think so, son. Captain is a male dog and male dogs don't have puppies." To which her son replied, " May be, but you can never tell when they are so fat!

So I wrote Jack Hilgard about the Journal. I pointed out it was common knowledge that he was officially connected with the Ford Foundation and that he was in a position to decide just where a certain sizable grants would go for Psychological projects every year. The most recent example was the fifty thousand dollars he assigned to himself and other researchers for a survey of Little House and its operations since its beginnings. (Little House is a building designed for senior citizens, built and operated in Menlo Park and includes a large variety of recreational, educational ad cultural activities . It is a pilot or pioneering project and seems to be quite successful as such.) I doubt that fifty thousand dollars is needed for a survey, bUt then why not ask for, and take that amount when you can get it seems to be the guiding principle for the research that is to be done.

I am enclosing a copy of Jack's reply. I don't think his relationship to the Ford Foundation is quite as completed as he indicates. On the other hand, I just wonder whether it would be a good idea to take up his suggestion that the Psychological Foundation be approached. This might be done by using several top-flight signatures such as your own, Gordon Allport's, Carl Rogers', Dorothy Lee's, Clark Moustakas', et alia.

What do you think about this?

In the meantime, I shall continue to work away at other approaches.

Tony

ASipw
encl.

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

DEPARTMENT OF PSYCHOLOGY

September 15, 1960

Mr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I am sorry that you are having trouble getting the Journal of Humanistic Psychology launched. I am fond of Dr. Maslow and just the other day gave one of his papers on the Peak Experience to a visitor.

The Ford Foundation has washed its hands of work in the Behavioral Sciences. Our Laboratory received a grant from them five years go but they have made it very clear that they will not renew or continue support. So my enfluence in that direction is now nil.

I wish I were able to help, but I do not see clearly what I can do at this stage. One possibility is the Psychological Foundation, with its headquarters within the American Psychological Association in Washington. I think it would be worth sounding it out.

Sincerely yours,

Ernest R. Hilgard
Professor of Psychology.

ERH:b

Sept. 19, 1960

Dear Abe,

In the course of my grinding, griping, and gimme quest for enough funds to launch our Journal, I have not hesitated to ask where one might least expect to get help. My theory in such approaches is based (?), for want of a better source, on a story I heard many years ago: A little boy ran home to his Mother and said that the next door dog whose name was Captain had gotten very fat and was going to have puppies. His Mother said mildly to him,"I don't think so, son. Captain is a male dog and male dogs don't have puppies." To which her son replied, " May be, but you can never tell when they are so fat!

So I wrote Jack Hilgard about the Journal. I pointed out it was common knowledge that he was officially connected with the Ford Foundation and that he was in a position to decide just where a certain sizable grants would go for Psychological projects every year. The most recent example was the fifty thousand dollars he assigned to himself and other researchers for a survey of Little House and its operations since its beginnings. (Little House is a building designed for senior citizens, built and operated in Menlo Park and includes a large variety of recreational, educational ed cultural activities . It is a pilot or pioneering project and seems to be quite successful as such.) I doubt that fifty thousand dollars is needed for a survey, bUt then why not ask for, and take that amount when you can get it seems to be the guiding principle for the research that is to be done.

I am enclosing a copy of Jack's reply. I don't think his relationship to the Ford Foundation is quite as completed as he indicates. On the other hand, I just wonder whether it would be a good idea to take up his suggestion that the Psychological Foundation be approached. This might be done by using several top-flight signatures such as your own, Gordon Allport's, Carl Rogers', Dorothy Lee's, Clark Moustakas', et alia.

What do you think about this?

In the meantime, I shall continue to work away at other approaches.

Tony

AS:pw
encl.

STANFORD UNIVERSITY
STANFORD, CALIFORNIA

DEPARTMENT OF PSYCHOLOGY

September 15, 1960

Mr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I am sorry that you are having trouble getting the Journal of Humanistic Psychology launched. I am fond of Dr. Maslow and just the other day gave one of his papers on the Peak Experience to a visitor.

The Ford Foundation has washed its hands of work in the Behavioral Sciences. Our Laboratory received a grant from them five years go but they have made it very clear that they will not renew or continue support. So my enfluence in that direction is now nil.

I wish I were able to help, but I do not see clearly what I can do at this stage. One possibility is the Psychological Foundation, with its headquarters within the American Psychological Association in Washington. I think it would be worth sounding it out.

Sincerely yours,

Ernest R. Hilgard
Professor of Psychology.

ERH:b

Sept. 19, 1960

Dear Abe,

In the course of my grinding, griping, and gimme quest for enough funds to launch our Journal, I have not hesitated to ask where one might least expect to get help. My theory in such approaches is based (?), for want of a better source, on a story I heard many years ago: A little boy ran home to his Mother and said that the next door dog whose name was Captain had gotten very fat and was going to have puppies. His Mother said mildly to him,"I don't think so, son. Captain is a male dog and male dogs don't have puppies." To which her son replied, " May be, but you can never tell when they are so fat!

So I wrote Jack Hilgard about the Journal. I pointed out it was common knowledge that he was officially connected with the Ford Foundation and that he was in a position to decide just where a certain sizable grants would go for Psychological projects every year. The most recent example was the fifty thousand dollars he assigned to himself and other researchers for a survey of Little House and its operations since its beginnings. (Little House is a building designed for senior citizens, built and operated in Menlo Park and includes a large variety of recreational, educational ad cultural activities . It is a pilot or pioneering project and seems to be quite successful as such.) I doubt that fifty thousand dollars is needed for a survey, bUt then why not ask for, and take that amount when you can get it seems to be the guiding principle for the research that is to be done.

I am enclosing a copy of Jack's reply. I don't think his relationship to the Ford Foundation is quite as completed as he indicates. On the other hand, I just wonder whether it would be a good idea to take up his suggestion that the Psychological Foundation be approached. This might be done by using several top-flight signatures such as your own, Gordon Allport's, Carl Rogers', Dorothy Lee's, Clark Moustakas', et alia.

What do you think about this?

In the meantime, I shall continue to work away at other approaches.

Tony

AS:pw
encl.

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

September 20, 1960

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

Of course, it would be wonderful if you can turn out a first number in January, and of course I'll help as I can. I am going to be at the Western Behavior Research Institute in La Jolla from June 1961 to February 1962 and I'll be able to see you more often then. Also since this will be a very lucrative fellowship I will be able to help more since I will have more money. Make it a pledge, let's say, of $50.00 to be paid when I have it.

About a paper from me, do you think this would be suitable? I was interviewed for KPFA - San Francisco and they just sent me a copy of the tapes. I found it worked out to be a very suitable introductory general statement of my whole point of view. Do you think this would be too informal for the first number? Let me know. Or perhaps you needn't commit yourself now since I will have it typed up soon and I'll send you a copy and you can see if it fits your needs. Remember, you are the boss! Please let me think for a while about the possibility of other introductory statements. Actually, I think such a statement had better be brief and had better come from you, but we'll see.

About additions to the Board of Editors, each addition is a help and is no hurt if they are the right people. It means additional prestige and additional help from the person involved. The ones I think of off hand are Charlotte Buhler, Carl Rogers, H. A. Murray, Gordon Allport and Gardner Murphy again. In addition to this, you had better make yourself a little hierarchy of actual doers, helpers for you who you can appoint as assistant managing editor, etc. They should be people who live near you and it doesn't make any difference whether they are well known or not, just so you can work with them.

Why don't you send me a couple of hundred copies of the announcements and then I can mail them out from here. Our bureaucracy forbids me to mimeograph anything except what I use for classes but it doesn't put any restrictions on my mailing. Even if you have already covered the big mailing lists you mention, I can send them out to lots of people who correspond with me.

As for my signature on any request, by all means use it. Just assume I'm willing and add it without writing to me.

I have already spoken to a few people here about possible articles for a first issue. Stephen Cohen has already written one which I think is extremely good; he will probably send it along after I get finished going over it. I think Gene Nameche will also send you a very useable paper.

Cordially,

A. H. Maslow, Chairman
Department of Psychology

AHM:vc

October 14, 1960

Dear Abe,

Yesterday I sent a financial report to Mrs. Olson, your Brandeis Bursar. I shall have a couple of copies made and send you one for your files. Briefly, we have received $148 which is divided into three categories: Donations - $74; Subscriptions - $18; Combination Subscriptions and Association - $56. (The money received for subscriptions and Combination Subscriptions and Association has come in even though no Journal subscription or Association membership blanks are as yet available. I'll take care of both types of blanks as soon as I can get to them but certain other things have to come first.) In my report to Mrs. Olson, I also sent in two cancelled checks of my own, totalling $45.35 which paid for the announcement to the Existentialist and Star Island mailing list people.

With $148 in the clear, we have a start financially. Coupled with the eighty subscribers who want to be billed as soon as the subscription blanks, publication date and so on are settled, we can count on $500 already available. Association members will get a discount on their subscription to the Journal but this doesn't reduce the Journal subscription income very much in view of the fact that the reduced rate of the American Association of Humanistic Psychology members will be only one dollar or so per year and the Association will have as one of its primary purposes the financial and general welfare of the Journal.

I have slightly redrafted the Articles of Association for the AAHP so that it will be directly under the control of the Board of Editors. This should fit in with the original authorization of the Brandeis Board of Trustees which placed the Board of Editors in charge of the Journal and related activities and made the Board of Editors responsible to the Board of Trustees for its actions.

I am also writing a report to Sachar. It is not fully clear whether I should make it extensive or mostly an outline of what has been accomplished so far. The latter appeals to me. As soon as the report is ready I shall send it to you after which you can turn it over to Sachar, yourself, if you so choose. Please feel free to modify the report in any way that seems suitable.

I'm going to write to Charlotte Buhler as you suggested. I assume that she prefers to be on the Board of Editors of the Journal rather than an officer of the Association.

(2)

I'm glad you approved the formulation of the Articles of Association for the AAHP. But what about the selection of officers, the official address of the Association, etc. You are the logical person to choose the people who will run the Association. There is only one exception to this selection project and that is that I have - and so has everyone else - only one choice in mind for President of the Association and that is You. I don't want you to decline the nomination on the grounds of modesty or any other consideration. You are the founder of Humanistic Psychology in this country and, as such, should not hesitate to be the Head of the Association that most broadly and deeply expresses your position. I prefer to say Founder of Humanistic Psychology and First President of the American Association of Humanistic Psychology. (I know you have said in a couple of places that what we are all engaged in will sooner or later be known simply as Psychology or Psychological Psychology but - What the hell?-let's let the future take care of itself for awhile! Please send me a list of your preferences for Vice-President, Treasurer, Secretary and any other offices you think we may need.

I have written to Winthrop in Florida and to Mr. Starr of the Littauer Foundation along the lines you suggested. Nowadays, my emphasis in going after money is getting a thousand dollars or so to insure the costs of the first two issues of the Journal. That thousand dollars plus subscriptions already received, and those we may reasonably expect, should be enough to round out the cost of a year of quarterly publications. I have no doubt about making a big enough impression the first six months or year to attract whatever further help we may need, especially with the Association to back us andpush the host of activities that can and should be associated with the tremendous development of Humanistic Psychology.

I am waiting to hearfrom you about the possibility of asking for a thousand dollars from the American Psychological Foundation, using Hilgard's name, your name, Dorothy Lee, Moustakas and anyone else you may want.

It strikes me - and this is why I am referring to Hilgard in connection with a possible grant - that Hilgard's letter was friendly enough to us to indicate that he might consent to adding his own signature to an appeal for such a small sized grant. His signature carries a lot of weight in the official and monied circles of the APA, no matter what he might say to the contrary. I would have no hesitation whatsoever in approaching him for his signature if you thought it might help us get somewhere with the American Psychological Foundation.

(3)

When I get around to a final draft of the Articles of Association, shall I include a specific mention of Existentialist Psychology (and/or Psychiatry) and Phenomenological Psychology in any one of the Articles? For instance, at the end of Article II, Definition, where there is a list of names, including Fromm, Buhler, Jung, your own and others, followed by references to "certain aspects of the writings of Jung, Adler and the Psychoanalytic Ego-Psychologists. The additions, of course, would come under the "umbrella" or covering title, our own Humanistic Psychology. In this connection, I am thinking in particular of Rollo May who is on our Board of Editors, and who wrote me that he likes the title, Humanistic Psychology.

About the contents ofour first issue of the Journal. I'll write fully about my reactions to your suggestions as soon as I can. The idea of a first issue early in 1961 is very exciting. It looks more promising than ever!

I am tremendously pleased about your La Jolla Fellowship. I look forward to our getting together. In the meantime, as I recall from an ancient American folk ballad, "Ain't nobody here but us chickens! We got work to do, Eggs to lay! Ain't nobody here but us chickens!"

Tony

ASjpjw

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

October 20, 1960

Dr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

When you send me your report, I'll pass it on to Sachar.

One strong suggestion has just come in from a Dr. Bry. She asks "why call it the American Association?" That's a good question and I hadn't thought of it. Maybe later on we ought to change this, but I think this like other matters had better wait until we have an association with officers, etc. As for being President, I don't think you quite understand my feeling. I assure you it's not modesty or anything like that. It is just that I hate administrative work of any kind. Sooner or later perhaps it would be appropriate that I be president, but at the beginning a man of great energy, dedication and lots of time had better be the one. Someone who would be willing to devote a good deal of time to build up the Association in its first year or two. This, I cannot do at this time because I am already loaded up with administrative things. I am the Chairman of the Department here, President of the M.P.A., President of the Division of Esthetics in the A.P.A. A couple of years from now I would be freer to do a good job. In any case, it has been my experience with associations that it is very unwise to pick officers at the beginning except in the most temporary way. They should be elected. My feeling is that officers are not really necessary until things get a little better organized, perhaps not for another year until the journal has got started, there is a fixed membership list, etc. Meanwhile, I don't see any harm in continuing in the informal way in which we are now doing, especially since there is as yet no association. I agree with you that a good way to run the journal is by the Editorial Board. In the meanwhile, you should certainly get as much help as possible in running the journal and informing the Association since these had much better be face-to-face people -- people in your area. Why don't you just appoint them simply as pro tem treasurer, pro tem secretary, pro tem editorial assistants, etc., and then everything can be made more formal a year or so from now.

Please feel free to use my signature on any request for financial support from any foundation or any individual. If Hilgard is willing, by all means use his name, too.

Yes, I think it is a very good idea to include a specific mention of perhaps Existentialist Psychology (and/or Psychiatry) and Phenomenological Psychology.

It's a pity that everybody is so broke. I have got statements of regret already from three or four people who would like to help but just couldn't afford it now. Like myself, I think they hope to be able to do so in the near future.

By the way, about the report to Sachar, I don't think you have to make it extensive. Just a brief outline on what has been done so far would be plenty.

Cordially,

A. H. Maslow, Chairman
Department of Psychology

AHM:vc

P.S. I have encouraged a few people to send papers to you after reading them myself. See what you think of them.

October 20, 1960

Dr. Abram Sachar
President
Brandeis University
Waltham 54, Massachusetts

Dear Dr. Sachar:

Much has happened during the past six months since Brandeis University approved sponsorship of our Journal, the Journal of Humanistic Psychology. A progress report seems to be in order.

First, let me say that sponsorship by Brandeis University meant a tremendous immediate gain in our efforts to launch the Journal. Nowhere in the world could we find better backing. It is another example of the far-sighted pioneering spirit that has been expressed in so many fields of human endeavor during your leadership of Brandeis University.

We, who are dedicated to the development of Humanistic Psychology, are deeply indebted to you and I wish to express our appreciation for the great opportunity you have given us in recommending the sponsorship of our Journal to the Board of Trustees of Brandeis University.

Second, we are deeply indebted also to the Board of Trustees of Brandeis University for their forward-looking action in accepting sponsorship of the Journal of Humanistic Psychology.

Third, prior to the sponsorship of the Journal of Humanistic Psychology was the presence of Dr. Abraham Maslow on your faculty as the Head of the Psychology Department. There could have been no better choice for the Psychology Department than Dr. Maslow. He had already established himself as the leading pioneer in the new and vital branch of Psychology emerging out of the needs of unlimited numbers of individuals who were facing up to the challenge of a full and fulfilling life in a world fraught with peril.

I wish to thank you and the Board of Trustees for your patience in waiting this long for a progress report.

Sincerely,

Anthony J. Sutich
Executive Editor
Journal of Humanistic Psychology

ASipw

JOURNAL TITLE

At its March 23, 1960 meeting, the Board of Trustees of Brandeis University tentatively accepted Journal of Self Psychology as the title of our new Journal. It was understood that this was a stop-gap title. Shortly before the Board of Trustees voted to accept Journal of Self Psychology, tentatively, but not soon enough to reach the Board of Trustees before it voted, a much better title was found, namely, the Journal of Humanistic Psychology. As soon as possible, this development was reported.

Since its adoption, the new title has received general, and very often, enthusiastic acceptance. A minor exception to it has been made here and there, but always coupled with the statement that its positive value far outweighed any reservation. This has been a most happy outcome. It has already had far-reaching effects. The term, Humanistic Psychology, has become the comprehensive name given to what had formerly been widely known as the "Third Force" in Psychology, both here and abroad. "Third Force", however, was much too abstract a term for the vital, human areas of inquiry it represented. Moreover, our Journal which started out as an attempt to meet the rapidly growing publication needs of Humanistic Psychology in this country, may well become the key bridge to a parallel development apparently going on in the rest of the Free World.

SPONSORSHIP ANNOUNCEMENT

The more than one hundred outstanding professional men and women from Psychology and various other fields of scientific inquiry who are included in Dr. Abraham Maslow's original mailing list constitute the most active and enterprising group of individuals interested in what we can now appropriately call Humanistic Psychology. It was to them first, therefore, that I sent out the announcement of sponsorship of our Journal by Brandeis University. Among those who were included in this announcement were the Board of Editors of the Journal of Humanistic Psychology, all of whom were also members of Dr. Maslow's mailing list.

Inasmuch as Humanistic Psychology was rapidly becoming widely known and accepted, once the title was adopted, it seemed best to communicate with the Existentialist Inquiries group and, later, the Star Island Conference individuals, with the view to borrowing their mailing lists. It was felt that there were certain areas of agreement and overlapping interests that made such a procedure valuable to everyone concerned. (Dr. Maslow has been very cooperative in the past in making his mailing list available to others who were sincerely interested in the new areas of inquiry.)

Negotiations for the use of mailing lists took a good deal more time than was expected. Consequently, it was not until the end of August that it was possible to send the announcement to the two new groups. This project has now been accomplished and more than seven hundred new, potentially active, members were added to our general mailing list. The participating organizations that were kind enough to loan us their mailing lists were sent our appreciation for their cooperation.

The announcement of sponsorship by Brandeis University will, of course, be extended continuously during the launching phase of our Journal as we release the information to the many organizations, individuals and groups who are likely to respond favorably.

(1)

AMERICAN ASSOCIATION OF HUMANISTIC PSYCHOLOGY

Shortly after the news of sponsorship of our Journal by Brandeis University arrived and after it became clear that the most suitable title was the Journal of Humanistic Psychology, we received a very important suggestion from Dr. Maslow and other advisors. This had to do with the formation of an Association that could be designed to represent all those persons who were interested in actively backing and promoting the Journal of Humanistic Psychology, if, when and however needed. Also, the Association could further the advancement of Humanistic Psychology in general through activities appropriately related to the Journal and its purposes within the scope of the authority granted to the Journal's Board of Editors by Brandeis University.

A draft of the Articles of Association was prepared and submitted to Dr. Maslow for consideration. It has been redrafted with a view to making sure that in organization and function it would be responsible to the Board of Editors of the Journal of Humanistic Psychology and therefore in line with the specifically limited authority and responsibility granted to the Board of Editors by the Board of Trustees of Brandeis University.

The projected formation of the American Association of Humanistic Psychology was reported to Dean Berger of Brandeis University. It was announced to Dr. Maslow's mailing list members together with the sponsorship of the Journal of Humanistic Psychology. Recipients of the announcement were invited to express their views toward the new Journal and the Association. Response has been surprising and most gratifying. As of October 17, 1960, more than eighty four outstanding professional men and women have expressed their desire to join the Association and to subscribe to the Journal as soon as membership and subscription blanks are ready. (Some have already sent money in connection with a tentative subscription price and membership fee. See financial report herewith enclosed. A copy is already on file with the Bursar, Mrs. Olson.)

Much work remains to be done in connection with the selection of officers for the Association, its business office, etc. But this is mostly follow-through work rather than anything else.

The American Association of Humanistic Psychology, intimately and integrally tied in as it is with the Journal, has burst forth so promisingly in just a few weeks, even before membership blanks are available and officers selected, that it may well become a powerful force for the advancement of knowledge about the individual man, the unique man, the whole man and his need for fully actualizing his potentialities.

(2)

AMERICAN ASSOCIATION OF HUMANISTIC PSYCHOLOGY

A draft copy of the Articles of Association of the American Association of Humanistic Psychology is enclosed for your files.

Brandeis University can well be proud of its vital part in making it possible for a new branch of Psychology to emerge in such direct and comprehensive forms as the Journal of Humanistic Psychology and its supportive organization, the American Association of Humanistic Psychology, both of them directly authorized by, and specifically limited in responsibility and scope, by the March 23, 1960 decisions of the Board of Trustees of Brandeis University.

FOUNDATIONS

Because of a number of unusual circumstances, it has been possible for me to contribute my services in various ways to the launching of the Journal. For instance, I have been able to use my own secretarial help for correspondence.

Unfortunately, I cannot say that my efforts in regard to funds from Foundations have been as successful, thus far, as I thought they would be. I sent proposals for grants to fifteen Foundations. The replies have been uniform: Either funds have been committed already for 1961 and even 1962 or their policy is not to "subsidize" the launching of new periodicals. I have, therefore, come to the reluctant conclusion that a different approach might be more successful.

On the basis of the surprisingly strong interest aroused by the announcement of sponsorship and publication plans, it became evident that a more successful approach might be to accumulate a smaller sum that would enable us to make a beginning and then, as a "going concern", approach Foundations for a grant, if necessary.

It is hoped that with the appearance of the second issue of the Journal, we would either already be automatically assured continuous publication through income from a growing number of subscriptions or with a little help from the American Association of Humanistic Psychology, we could take care of any temporary deficiency.

Consequently, what this amounts to now is a campaign to raise enough money through donations, subscriptions to the Journal and membership in the American Association of Humanistic Psychology to make it possible to publish the first two issues of the Journal. (See financial report enclosed herein.)

I am in touch with several promising Foundations and possible large contributors, not included above, who are interested in our Journal project, but cannot make a decision ahead of schedule. Also, there are several Foundations which have not been approached. I am in the course of getting in touch with them with our new proposal in mind.

5

FINANCIAL REPORT

With eighty four individuals having already applied for subscriptions to the Journal (as of October 17, 1960) at a minimum of $6.00, coupled with $148 in donations, we can be sure of more than six hundred dollars as a starter.

This is a splendid beginning considering that we have yet to bring the Association and the Journal to the attention of the main body of Psychologists and other professional men and women in various fields who are, directly or indirectly, concerned with Humanistic Psychology. We can already safely go ahead with a semi-annual Journal beginning early next year. But this is not good enough in view of the very promising response to our initial phase. Instead, there is now more justification than ever to continue with our original plans to publish our Journal quarterly.

A number of Foundations and individuals are still very much in our Journal picture, to say nothing of the anticipated two or three hundred more first-year subscribers to the Journal and the Association.

It is with these prospects ahead of us that we are pushing forward, full speed, toward publication of the first issue of the Journal of Humanistic Psychology by the end of January, 1961. This is a short period of time, to be sure, but no one can read so many enthusiastic and encouraging letters and requests for membership and subscription blanks from so many outstanding professional people in a number of different fields without feeling that this is more than enough time to complete the launching phase of both the Journal and its dedicated, supportive Association.

October 21, 1960

Dear Abe,

On a memorandum to you from Claire Freeman, Exec. Secy., dated September 9, 1960, appears the following:

TO: Dr. Maslow

FROM: Claire Freeman, Exec. Secy.

SUBJECT: Journal of Self-Psychology

Memo regarding the Journal of Self-Psychology came to light in my tickler file.

Dr. Sachar was interested in knowing what has happened to date.

You added the note, "Tony - Could you write him? or if you prefer write the report for me and I'll present it personally."

I quote the above memo in full for a very good reason. I don't want any complications connected with the reference to Journal of Self-Psychology at this stage. Also, I prefer very much that you present the enclosed report personally to Dr. Sachar.

As for the report, itself: Please feel free to change any part you wish. If you would rather leave some things out, do so. I don't like the idea of putting in too much time on the report myself when there is so much other work to do. Of course, if its necessary in order to meet official or public relations requirements, I'll do so.

I'm writing you about other things under separate cover, not wanting to confuse the report business in any way. I am especially concerned that neither the Journal nor the Association gets into any new difficulties, notwithstanding my current impression that Humanistic Psychology now has so much momentum that nothing is going to slow it down for very long, let alone stop it.

Tony

AS:jw

October 21, 1960

Dear Abe,

It may or may not be important but it has occurred to me a time or two that the title of our Association might be more accurately stated as the American Association for Humanistic Psychology rather than of as the American Association for the Advancement of Science. I belonged to it for a couple of years at one time. Perhaps to think this way is the result of the organization I have in mind which has led me as we now have it. The organization I have in mind which has led me we have not yet reached the stage at which we could say for the Advancement of Humanistic Psychology. And not having become official as yet with officers, by-laws, etc., one might say it is still in a prenatal stage of development. But why not For Humanistic Psychology in the title, in view of all of us being in favor of its advancement now that it has been "conceived". What do you think?

It amuses me to think of confronting a prospective member of the Association and saying to him, with finger pointing directly "Are you for or against Humanistic Psychology? Obviously, you can't say no if you are a man of good will. Therefore, sign here!"

I have Winthrop's reply to my "financial" letter. He knows a reasonably good prospect, who, unfortunately, is now touring Europe. As soon as this chap returns, probably in the middle of December, Winthrop will approach him. In the meantime, Winthrop would like to know about his prospects as the head of a Book Review Department in our Journal. We shall have one, sooner or later, I assume. But what are his qualifications as far as your information goes? He would like to have an answer from me about this matter when I can conveniently get around to it. I don't know anything against him and he has certainly been enthusiastic since I first heard of him three years ago. If he meets with your approval, he certainly has mine, too.

Please let me know whether you think the following is a suitable letter to send to Dr. Charlotte Buhler:

Dear Dr. Buhler:

It has occurred to me that in setting up the Board of Editors for the Journal of Humanistic Psychology (the first issue of which we hope to have out by February, 1961) we have not been as representative as we might have been. What I mean by this is that it has become increasingly clear that we should have included you in our original group. I have corresponded with Dr. Maslow about this. He has expressed approval and joins me in extending you this invitation to become a permanent member of our Board of Editors.

You may be sure, Dr. Buhler, that this oversight is regrettable. Nevertheless, it is not too late, I hope, to ask you to consider joining our promising enterprise. You belong with us and we wholeheartedly welcome you.

Please let me know what your wishes are in this matter.

Sincerely,

Anthony Sutich
Executive Editor
Journal of Humanistic Psychology

Would you care to draft an alternative to Dr. Buhler? I'll be glad to sign it if you want me to.

Under separate cover the Southern Pacific or TWA is bringing you the report to Dr. Sachar which you requested I write and send to you.

One by one the number of things I want to check with you grows and grows. This week I spent an hour or so with a pal who is an expert on Journals, having spent several years at various kinds of technical work at the Stanford Press. The kind of type to be used, whether one is going to use a saddle stitch, the color of the Journal cover, the quality of paper, even or uneven right-hand margin. God help us! I never dreamed there would be so many decisions to make!

What about the contents of the first issue? And manuscripts in general? For instance, shall I specifically ask each member of the Board of Editors to contribute an article or paper? Or wouldn't it be better if I leave this and other things for Monday afternoon when I have more time with my Secretary.

Tony

ASipw

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

October 25, 1960

AIR MAIL

Dr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I think for Humanistic Psychology is better than of Humanistic Psychology. Also, did you get my note about dropping the word "American"? What do you think of this?

I have read some of Winthrop's reviews. They are brilliant and learned, if anything slightly too much so. However, I think he has good taste and seems to be a very vigorous man and certainly his heart is in the right place, so why not grab him. I have never met him but have had considerable correspondence with him.

The letter to Buhler is fine. Why don't you send it just as is. She should be a real help in propaganda and organization as well; maybe money also.

About papers for the first number. I have already had several people send you some manuscripts. Bob Greenway has almost finished editing my KPFK interview on the "Eupsychia". I will send this along soon and you must decide whether it is suitable or not. Also, I will soon send you an improved version of my APA paper on "Health as Transcendence of Environment".

It certainly is a good idea if you haven't done it to send out a call for papers to the Board of Editors and any other people who look promising.

Cordially,

Abe

October 27, 1960

Dear Abe,

I sent my Sachar report to you last Friday and you probably have it by now. I thought it best to register the letter and report so that ~~it~~ would be sure to get to you first.

New subscriptions to either the Journal, the Association or both keep coming in, about one a day. We now have about eighty-seven of them. The Existentialist mailing list from which most of the subscriptions or memberships have come, has proved to be a valuable source.

The Existentialist mailing list has been so rewarding in the way of enthusiastic letters as well as subscribers and Association members that I am strongly tempted to extend the approach immediately. A few weeks ago, I checked with the business office of the American Psychologist (which, as you know, goes to everyone of the seventeen thousand plus Psychologists in the country) in order to find out what they would charge for an ad. I am informed that a half page ad costs about one hundred dollars. The Existentialist Psychiatry people have such an ad in the current American Psychologist, I believe, or maybe it is in the preceding one. It seems to me that this would be a fairly inexpensive way of reaching several thousand Clinical, Counseling, School, Consulting and other Psychologists who might be interested in the Journal, the Association or both. We have about $200 cash on hand and I admit that it is a gamble to use half of it for this purpose. But it does look like a good risk. What do you say?

About the Association name. I think it makes much more sense to start out with the American Association of Humanistic Psychology first because this is exactly what it is. I know that "Third Force" has already been applied internationally but we are not likely to move ahead very far and fast if we begin at an international level first. Just think of the job of getting European and other international mailing lists, getting acceptance from quite a number of outstanding individuals throughout Europe who have been working along Humanistic lines, but more or less independently of each other or with conflicting labels, etc., etc. If we make our own Association a going concern, we can easily either add an international section to it (it occurs to me that we might include such a possibility in the next draft of the Articles of Association) or if circumstances warrant, drop "American", possibly substitute it with something that would represent the international character of the Humanistic development and even have organizational ties or be a part of a world-wide Association. But all this is a matter of future business, and future problems as far as I can see. It is enough for now to get our Journal and our Association on to an operating basis before we can go ~~ively~~ actively go in for international expansion.

November 15, 1960

Dear Abe:

I have just sent out a call for papers to the Members of our Board of Editors. I am enclosing your copy.

It occurs to me at this moment that some of my letters and other communications may be a bit gabby. But whether they are or not won't make much difference now. I am so full of the Journal and Association material that it has to pour out at each and every opportunity.

One of the call for papers went to Dr. Winthrop. He is very happy about being our Book Review Editor. I couldn't promise him more than four out of a hundred or more pages per journal issue for his reviews. He asked about any volumes on a preferred list and I said I would consult with you about this. Please let me know whether you have any current or recent books in mind which should be given priority in the Book Review Section. He seems very determined about going after his friend, Silverman, for a sizeable donation as soon as the latter returns from Europe early in December.

Charlotte Buhler has come through with an offer of first choice on one of two chapters from her book, "Values in Psychotherapy", now nearing completion. We have the choice of either "Decisions and Goals" or "Beliefs" and . One of the chapters will go to another journal - she didn't give the name of it, but she wanted us to have first choice. I suggested that she rush both chapters here so that I could get a better idea of specific contents and chapter lengths before deciding which to take.

I have gone through Cohen's paper and accepted it for publication sometime next year after Editor's priorities are taken care of. At one point in the paper there is an explicit disagreement with you but it needs clarification. Elsewhere there are some minor items, which He is to check on. This business of editing makes me a bit "nervious" as a friend of mine would put it. I am reading up on editing and hope to acquire some skill as I go along. Of course, you can be sure that I'll be checking in with you on final decisions on papers that go into the Journal.

Now that the Board of Editors has been contacted in the call for papers, the next priority seems to be the remaining hundred plus core group of individuals on your own mailing list. I plan to send x them a brief call for papers in the next few days.

I am waiting, eagerly and impatiently, for your EPFA-XPB paper (I believe your title is Eupsychia). I am glad to hear that Bob Greenway is working on it and my regards to him. also a Hurry up Bob. In connection with your reference to improving the "Health as Transcendance of Enviornment" paper, I am also most curious for possible publication purposes as well as otherwise. Will it arrive soon?

I've already talked with Dr. Joe Adams about his becoming an officer, pro tem, in the Association. He is interested. I should have a decision by the end of the week. Joe has not yet completed his work on the IED 25 project at the Mental Research Institute,(a subsidiary of the Palo Alto Medical Research Foundation). It is possible that his paper, "The Necessity of Phenomenology", may be published in the Psychological Review. If not, it is available to us. (I sent you a copy of an early draft of the paper. I understand it is much improved.)

Joe's wife, Pauline, is also a Psychologist. The two of them have written a couple of papers that I am to receive in the near future. Joe tells me that one of them is a rather humorous treatment of the material covered by the title, Socially Acceptable and Socially Unacceptable Psychoses In America. Joe also has a paper in which he critically examines the whole business of commitments to State Hospitals.

I believe you mentioned a brilliant fellow in your department, Gene Nemecho, by name, sometime ago asmeone who might contribute a paper for early publication. Bob Greenway was very excited about him. I have neither heard nor received anything from Nemecho and I am wondering what could be the reason.

I have heard nothing from Harry Starr, the Director of the Littauer Foundation. Likewise nothing from the Bollingen organization. The Prynce Hopkins Fund of Santa Barbara, however, is still a possibility judging by their latest communication. Unfortunately, their Board meeting takes place after January 1, 1961.

I shall once again try the Foundations - this time with a modified approach. If you don't mind, you, Dorothy Lee and Clark Moustakas are hereby duly appointed to the Committee on Grants and Donations, Journal of Humanistic Psychology, with me as your Secretary-Treasurer.

There is another hundred and sixteen dollars that will be forwarded to Mrs. Olson, shortly. As of now there are one hundred and six subscriptions to the Journal.

There was some confusion over dues for the Journal, especially when coupled with the Association. This is my own responsibility, however,and I hope to correct it very soon. I don't know why I didn't make the Journal, the Association,and Combination prices clearer in the announcement. I didn't, and I shall be haunted by this mistake for some time to come if I know myself at all.

I haven't heard from you for a couple of weeks; if fact, not since I sent you the rather awkwardly written progress report to Dr. Sachar. I hope you and yours are well. And do let me hear from you muy pronto, as our new Latin housekeeper would say.

Tony

AWipjw

P.S. Ye Gods! I almost forgot to explain the newspaper clipping. Who is Professor George Fisher of Brandeis? Do you know him? Could he help us with/see the Ford Foundation men also named, Shepard Stone and Waldeman Neilsen? How about asking Ford Foundation for a $10,000 grant (they

408

ERICH FROMM
GONZALEZ COSIO No. 15
MEXICO 19, D. F.
TELEPHONE 23-84-19

23rd November, 1960

Mr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, Cal.

Dear Mr. Sutich,

Thank you for your interesting letter of November 14th. I am glad to hear about the progress in your work, and if I have something publishable, I shall send it to you.

I never had a reply from you to my letter of July 30th, 1958, in which I wrote that I would be willing to serve on the Board of Editors provided that the nine people you mentioned had also agreed. Considering that you never answered me on this point, and that you found a new name for the journal of which I know nothing, I do not assume that you put my name among the others on the board of editors. If you did, please strike me out, until I have an answer to the question I raised in my letter above referred to, and have a chance to think about it.

Sincerely yours,

Erich Fromm

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

November 29, 1960

AIR MAIL - SPECIAL DELIVERY

Dear Tony:

First an explanation about the delay in answering: for one thing, I have been overwhelmed with a series of emergency demands which came simultaneously. At the same time, about six weeks ago, I made a great theoretical breakthrough and I have been trying to write like mad ever since. In order to do this I simple pushed all my mail aside. Please don't worry if I don't answer your letters. It's usually a very good sign that I have had a wonderful idea and I am working well. I think it's part of my call or vocation to put my own work out or my own ideas first before any other obligations. I think you will agree that I can be most useful that way. We will have a chance to talk about it next summer.

Now about answers to your questions: The Sachar report was fine and I passed it on to him intact. I have had no response from him nor do I expect any. Secondly, give up the idea of having him do anything about raising money or even sponsoring anything. He made this very clear to me as a condition of sponsoring the journal.

Subscriptions seem to be coming along so nicely that I am sure with a more systematic coverage this would double or triple and certainly it seems to me that once the journal is actually coming out, the subscription list should run to about 1,000 or more. For instance, if you wrote up a little statement about the purposes of the journal, its Board of Editors, and a request for subscriptions or memberships, you could put this in the Notes and News column of the American Psychologist, Etc., of Ansbacher's journal, of Manas, and all the others that print such announcements. I'll bet you would get 50 or 100 subscriptions from this alone. An ad in the American Psychologist of course would be better, especially since I think they take quarter-page ads; also it would be even less expensive. I would say this was a good risk since the cash is on hand. Even so, the other announcements to all the other journals with a request to publish it in their Notes and News would certainly do no harm.

I think you are right about not changing the name at this point. May be we'll talk about it two or three years from now.

I am glad that Charlotte Buhler was pleased. She should be an eager helper.

I don't see anything wrong in adding other people to the Board of Editors who might raise money or help in other ways so long as they were really intellectually worthy. For instance, Hadley Cantril of Princeton has large funds available, I have heard.

You will get my Eupsychia interview in the mail soon. You must judge whether it is worth while or not. I am not sure. Remember, you are definitely the boss, in fact, The Boss, and of course I promise to respect any decision that you will ever make about anything. About my paper, "Health as Transcendence of the Environment", I still have not got an answer from the man who is suppose to publish it in a book. When I get it, I will let you know.

I think most "other people who look promising" for papers that I would know are on my mailing list.

Sid Jourard of Florida is a very nice and bright young guy; he is one of our gang for sure. By the way, his thinking is way ahead of what he has printed.

I agree on incorporating existential psychology and phenomenological psychology in the new draft of the articles of the Association. Apparently our taste is similar at least on Cohen's paper. I thought it was brilliant. You mention that he disagrees with me. I assure you that is permitted and even welcomed where it is intelligent as his disagreement is. Don't worry about being an editor. I think you are going to be fine.

I think Nameche of our Department finally decided to send his paper to a theological jouran, but he will be sending papers to you for sure.

I think this La Jolla job is going to make me a little more prosperous. If it does, I expect to be able to contribute more decent sums of money to the Association and I assure you it will be a pleasure. Certainly I can promise $50.00 for next year at least.

Professor George Fisher of Brandeis is not here now. If I ever see him, I will ask him about foundations, but I doubt he will have anything new to recommend.

By all means apply for funds any damn place you can and sign my name without asking me further wherever it will help. If I see Larry Frank I will talk with him. Yes, I think he would be a good addition to our Board of Editors. He is one of the type I spoke of above who not only is worthy but would also be a real help.

Finally, you say that it is very hard to proceed without hearing from me more or less regularly. Please try wherever possible to make the decisions yourself. I am afraid I am going to be a rotten correspondent for the rest of my life. In any case, aren't you impressed with the fact that so far we have agreed about practically everything anyway. It will be more efficient if you just assume that I will approve of whatever you will approve of.

Cordially,

Abe

P.S. My work is going beautifully. We will talk about it when I see you. Big theoretical things are happening.

Post Script from Gene Nameche:

Over two weeks ago I sent a copy of my paper "Two Pictures of Man" along to you. Abe mentions that you haven't received it yet. If it does not arrive within a week or so, I shall be happy to send another copy rush. Thank you.

Gene Nameche

December 12, 1960

Dr. Erich Fromm
180 Riverside Drive
New York 24, New York

Dear Dr. Fromm:

Thank you for your letter ofNovember 23, 1960. It is very encouraging to know that you are glad to hear about the progress being made in launching the Journal of Humanistic Psychology and that if you have something publishable, you will send it to us.

You are right in saying that you "never had a reply" to your letter of July 30, 1958, in which you wrote that you "would be willing to serve on the Board of Editors provided that the nine people mentioned had also agreed". I am terribly sorry about not having replied specifically on this point. In thinking back, it seems that I must have assumed you would understand that I could not have anyone on the Board of Editors who did not explicitly and officially agree to his own participation on that Board. To say the least, I would have been dishonest and guilty of unscrupulous conduct if I had tried to deceive anyone.

I have a separate letter from each and every Member of the Board, officially accepting the invitation to join. If you so desire, I shall send you copies of these letters or, better still, please feel free to write any one of them if you have any further doubts.

I work very closely with Dr. Abraham Maslow. The selection of prospective Members of the Board of Editors has been his responsibility, exclusively. Naturally, I am in full accord with the choices he has made, including your own. And while it is true that he assigned to me the job of managing the launching of the Journal, I have insisted on his supervising every phase of the Journal project. We work well together and it has been an extraordinary privilege to be associated with him and the other Members of the Board, including yourself.

In the second paragraph of your letter, you add that we "found a new name for the Journal of which I know nothing" and that "you do not assume" that your name was placed among the others on the Board of Editors. Furthermore, you add that if we did, to please strike it out until we have had an answer to the question raised in the letter referred to. Actually, Dr. Fromm, this may be an oversight of some sort on your part. I have a letter from you dated March 17, 1959, and for your convenience I am enclosing a copy.

Your letter refers to the rather abrupt halt of the rapidly progressing work that had been done during the first eight months of 1958. The reason for the halt was a letter from the American Orthopsychiatric Association asking us to drop our title, Journal of Orthopsychology, because it conflicted so much with their own title, Journal of Orthopsychiarty. It took several months of hard work to select a suitable "stop-gap" substitute title. Certainly, "Self-Psychology" was an awkward substitute but we had to go on somehow while we looked for a better one.

For your information, Dr. Mumford decided to go along with the "stop-gap" title even though he didn't like it any more than the rest of us. In a letter dated May 16, 1959, Dr. Mumford said "you have my yes". His letter at that time was concerned about the question of sponsorship by a Federally tax-exempt College or University which we desperately needed if we were to be in a position to receive tax-deductable grants, donations, etc.

It would be hard for me to tell you what a miserable time I had throughout 1959, trying to get the sponsorship that we needed. One educational institution after another turned us down, not because they disagreed with our Statement of Purpose, but because any financing of the Journal might conflict with other projects and commitments. Finally, as you know, Brandeis University accepted sponsorship with the provision that we would work out our own financial arrangements independently of the University.

On March 23, 1960, the Board of Trustees of Brandeis University formally accepted sponsorship of our Journal under the tentative title, Journal of Self Psychology. A letter to that effect went out to every Member of the Board of Editors. A copy was sent to you. I don't know whether you received it or not, judging by your latest letter. Any objection to "Self Psychology" as a title, if a better one were not found, could, of course, be sufficient reason in itself for resigning from the Board, assuming that any Member felt he needed any reason for such action. In the same letter, I introduced the possibility of an Association, the American Association for Humanistic Psychology. Finally, I ended the letter with a request for a reply.

You already have a copy of the recent November 14th letter.

If you wish, I will send you a copy of the April 22, 1960, letter which, apparently, you never received.

Dear Dr. Fromm, I was quite upset by your request to withdraw your name. I know that you are a thorough-going man and entirely right in calling my attention to an important oversight. In my own defense, I can only plead that the Journal project has been a consuming task during the past three years, a task to which I have given every spare hour and cent I could find. Dr. Gordon Allport of Harvard University who knows my personal circumstances and who is most encouraging, has described this project as one of "the first magnitude". It was inevitable that I would make mistakes.

I called Dr. Maslow on the phone a couple of evenings ago and he said he thought the best thing to do was to write you a full explanation. Every Member of the original Board of Editors is still with us. Dr. Charlotte Buhler, and Dr. Henry Winthrop are recent additions selected by Dr. Maslow. I am sure that the other Members of the Board of Editors will be most unhappy if you decide against joining us. We most certainly want you with us. And, finally, this may be of real interest to you to know that the title, Journal of Humanistic Psychology, was suggested by a brilliant graduate student at Brandeis University who talked it over first with Dr. Maslow and pointed out that you, Dr. Fromm, had already led the way in having used the title, "Humanistic Psychoanalysis", in your own work.

It would be a most humiliating experience to me, personally, to know that an unintentional and stupid error on my part had kept a great and truly humanistic person from appearing officially on our Board of Editors. I can only console myself with the thought that, officially on or off our Board of Editors, your spirit and the spirit of your humanistic work permeates and will permeate our Journal.

Please let me hear from you soon.

Sincerely,

Anthony Sutich
Executive Editor
Journal of Humanistic Psycholo.
2637 Marshall Drive
Palo Alto, California

Encl.
AS/pr

ERICH FROMM
GONZALEZ COSIO No. 15
MEXICO 12, D. F.
TELEPHONE 82-04-19

6th January, 1961

Dr. Anthony J. Sutich,
2637 Marshall Drive
Palo Alto, Calif.

Dear Dr. Sutich,

Thank you for your letter of December 12th, which I received with a good deal of delay being away from Mexico.

I had by no means intended to criticize you, since I know very well how much work is connected with the kind of project you have on your hands, and how easily one can forget to write a letter. All I had in mind was to explain the reasons why, having given only a conditional agreement to joining the Board of Directors, I did not feel that I could do it in view of developments which I had not been aware of.

I do not like the title "Self Psychology." In some way, "Humanistic Psychology" might be much better. But as you indicate yourself, I have used the term "Humanistic Psychoanalysis" for my own work, and if I joined the board of editors for the Journal of Humanistic Psychology, I would certainly give the impression of its being closely identified with my own thinking. While, of course, you have a perfect legal right to choose the term I used for my own work, I do not want to appear that closely identified.

Sincerely yours,

Erich Fromm

Copy and comment sent to Dr. Maslow
[illegible]

412

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

January 17, 1961

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I would prefer for publication in the first number my paper "Health as transcendence of environment".

I am disappointed with Erich Fromm but not surprised.

You have my heartfelt sympathy about the printer. I am going to have Ann look over your letter and also the Silverman business. Maybe she'll understand it better than I. She was the one you remember who warned us that practically all printers are crooks. Keep your legs crossed. I don't know anything else to suggest except just to keep on trying until something right comes through, something without any messy loose ends or confusions.

I have spoken with Nameche about writing an article on the definition of humanistic psychology and he is willing to do it but not for the first number. That wouldn't be enough time. If you have any directions for him or suggestions, why don't you write to him directly. I'll talk with Mintz and let you know what he says. I recall now that he said he was extremely busy doing some writing; this means probably he won't accept, but I'll try anyway.

Regards,

Abe

1/19/1961a

January 19, 1961

Dear Abe:

Thanks for your January 17 letter that arrived a few minutes ago.

I am glad you expressed your preference for publication of "Health as transcendence of environment" for the first number of our Journal. I assume that "Eupsychia—The Good Society" is O.K. for the second issue.

For therapeutic and other reasons I wrote a blister to Erich Fromm but did not send it to him. I still strongly tempted to do so anyway but I'll wait a few days first.

It's good to get your sympathy about the printer problem. Both God and the Devil know I have needed it. But strange are the ways of and highways of life. In the same paragraph in which you express your sympathy you suggest that I "just keep on trying until something right comes through" and damned if it hasn't. You must be "intootative" or "sumthin", for out of the blue, blue skies has come a gal who has nearly ten years of experience with the Stanford Press and nearly a year as assistant to public relations for a large San Jose hospital, a person very interested in humanistic psychology and ready to do whatever she can for it, gratis preferably or a nominal fee if I insist.

I have learned more about offset versus letter press printing, the various stages of both processes, the technical side, the pitfalls, costs, etc., etc., in an hour or so ofconversation with her than in a couple of years trying to figure out what the hell goes on in that often times devious field. She is in charge of placing more than $20,000.00 worth ofprinting a year and has independently talked a printer into agreeing to do a couple of offset issues at cost for us. She does design work herself for her own organization and would be glad to do this for us too. All this and much more won't cost us much more than $15.00 or $20.00.In exchange I also plan to list her as Technical Editor. She likes the idea of being identified with the psychology field, mostly because, as you might guess, psychotherapy has been beneficial in her own life.

There has been another good break. A couple of evenings ago, while I was talking long distance to my Los Angeles friend, I mentioned ("mentioned" is the understatement of the year) our Journal project and our problem of financing it, when suddenly the buzz in my ear settled into "I can spare $300.00 at this time". I discovered I wasn't at all bashful about accepting it, so that our total collecting effort is not far from $1,000.00.

I have written to the American Psychological Foundation for "working capital" as suggested by Lawrence Frank in the name of the Grants and Donations Committee, composed of Leo, Moustakas, you, and myself.

Thanks for planning to ask Wintz about writing an Introduction. He seems to be the best bet for the first issue. As a last resort, if Wintz can't do it, I may follow the suggestion made by Allport in his latest letter. He said he didn't have the time to write an introduction but thought that if I couldn't find someone else in a hurry I might say a few words in the form of an Editorial Note in which I announce a specific article or paper on the historial background of humanistic psychology. I could do the same for a definition of course since the Journal itself will carry x the outline or abstract definition formulated many months ago, then submitted to you and got full approval. I'll write Naseche directly as you suggest and I'll send him a copy of the definition of Humanistic Psychology in the Articles of Association of the American Association for Humanistic Psychology, as well as a copy of the announcement sent out/the mailing list in September, as well as the definition immediately under the title of our Journal on our title page.

I've been having a inner tussle over the matter of advertising. I know we have to reach our potential audience through advertising and that it takes lots of money to do so. I also know we don't have a great deal to spare for this purpose. But beyond this thing that really bugs me is that I find it hard to take a big chance and commit us all to a quarterly when we could play it safe and run for nothing more than a nominal risk by putting out a semi-annual Journal. My inclination is to "shoot the works" and work on the assumption that a quarterly will not be too difficult for us to handle. Semi-annual publication seems like too long a period of time between drinks and this is not good for men of/spirits. If perfection is our goal, then let it be 100 proof. What do you say?

TONY

This letter was never sent to Fromm. I had to do something with my annoyed reaction to his run-around letter and I must say I enjoyed writing this letter.

Above comment written Sept 1961

JOURNAL OF HUMANISTIC PSYCHOLOGY
* * *
2637 Marshall Drive
Palo Alto, California

January 19, 1961

1/19/1961b

Dr. Erich Fromm
Gonzalez Cosio No. 15
Mexico 12, D. F.

Dear Dr. Fromm:

Thank you for your letter of January 6, 1961, in which you clarify your reasons for not wanting to be identified with the Journal of Humanistic Psychology.

Your decision is disappointing. I believe it is also regrettable. It is true, of course, that you are identified with the term "humanistic psychoanalysis," but I had gotten the impression your orientation was broader than the psychoanalytical. I refer, in particular, to your book THE ART OF LOVING. Apparently, I have been mistaken.

I detect a note of criticism - at least implied - in your saying that we "have a perfect legal right to choose the term that /you/ used for /your/ own work," and that you "do not want to appear....closely identified," with the term "humanistic psychology." This is most curious, also very consistent. I remember two years ago that I received a letter from one of the psychoanalytically oriented people of the Menninger Clinic at Topeka, Kansas, in which the question was raised, "Why go into this new pioneering when we (the psychoanalysts at Topeka) are already moving into these areas, 'ourselves,' under the general heading of psychoanalysis?" Of course, if psychoanalysis, itself, were potentially that broad, there would be no disagreement. Not only we of the Humanistic Psychology point of view, but the Behaviorists as well, could openly give up and turn over the whole field of psychology to psychoanalysis or some revised version of it. Unfortunately, ten thousand revisions won't correct the basic weaknesses of general psychoanalytical position and this goes for the neo-Freudian versions as well.

I do not quarrel with the value of a number of revisions - some of them are major contributions, including your own. But there are some fundamental weaknesses that cannot be glossed-over or revised out of existence by just changing titles, as you have done in HUMANISTIC PSYCHOANALYSIS, without destroying the original systematic position itself. As a system, psychoanalysis is a historically great contribution to mankind and has had a continuing profound and perhaps incalculable effect upon the course of human events. Nevertheless, it does not have all the answers nor does it raise all the questions.

Consequently, Dr. Fromm, I can only look on your rejection of any identification with "Humanistic Psychology" as a parallel, on a smaller

1/19/1961b

scale, with the kinds of rejection that were so characteristic of Freud, himself, as he saw major modification and/or new additions of great significance emerge in the work of associates and others.

I find myself wondering whether you, too, have not fallen into the same narrow minded pattern of defending your contributions as if any further development brought out by others is necessarily something with which you can not identify yourself, no matter how sound or progressive it is.

Your letter makes me wonder if there isn't a deep split in you: on the one hand your ESCAPE FROM FREEDOM, THE ART OF LOVING, MAN FOR HIMSELF are permeated with a humanistic quality that has made them the great force they are today; on the other hand, your personal position, as demonstrated in your letters over the past couple of years, indicates a prima-donna personality, given to petty distinctions.

One last word - I wish you could have been big enough to acknowledge the fact that you have received information about developments, especially in connection with the stop-gap term "Self-Psychology". Even though I sent you a copy of your own letter commenting on such information, you make no reference whatsoever, apologetic or otherwise, to the fact that your accusation was unjustified.

Nevertheless, in spite of the above, my best wishes.

Sincerely,

ANTHONY J. SUTICH

AJS/bjm

February 2, 1961

P.S.

I have waited a couple of weeks before sending the above letter. During this period I have checked my reactions to you with the reactions of others, including some of our Editors. The consensus in evaluation of your decision to withdraw, and especially the reasons you give, is, "disappointing but not surprising".

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

February 2, 1961

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

Could you add as a footnote of acknowledgment to my paper "Health as transcendance of environment" the following: "This paper was stimulated into existence by a series of discussions with Mr. Stephen Cohen".

I am so glad to hear about the good breaks which seem to come of themselves. It looks as if Fate wants the journal. You see, all that's needed is "patience and fortitude" and maybe a little optimism also. Part of my optimism comes from the many expressions of interest that come my way. I have been replying with your mimeographed announcements that I have run out of now. Maybe this is a good time for you to work up a more formal request for donations and subscriptions. If you can do this either send me 50 or so copies of it or send me the stencil so that we can run them off ourselves. Have you thought about putting an ad in the American Psychologist to this same effect? This might be about the right time for it. My guess is that it would pay off tenfold in immediate and eventual subscriptions.

I talked with Mintz about writing an introduction and, as I expected, he is just too busy for about another year although he is quite interested in the journal after that. It looks as if you are the one to do it. If you don't have the time for it, perhaps you could simply reprint in the first number some of the letters you wrote to various people and various organizations. This might do to start with.

I don't think you have to tussle much over advertising. You probably wouldn't get any anyway until the journal was running for a couple of years. In the second place it is no great matter because almost surely it would be just book announcements about which there could be no ethical conflict.

If you are willing to "shoot the works" on a quarterly, I am willing to take a chance, too although frankly I wonder if I would have courage enough for it if it were my responsibility instead of yours.

Abe

Note to Secretary: Would you kindly send me some twenty-five or thirty additional copies of the announcement of the journal please. Thank you.
Verna Colletto
Secretary

February 10, 1961

Dear Abe:

Damn it all! It seems that I just can't escape! Therefor, I am enclosing a copy of the first draft Introduction for the Journal.

Before I do anything more on it, I want to know whether you think it's on the right tract or not. Please give it your immediate attention if at all possible. I have another copy so please don't hesitate to correct, delete, include, rearrange, or whatever you think might help. For my convenience, mostly, because of the printers deadline, I would greatly appreciate your shooting the draft back to me by return mail. For your convenience, I have provided for same with my self-addressed envelope. And there is plenty of room for critical reactions on the backs of the several pages of the draft.

I didn't expect to get caught doing an Introduction. Once again, damn it all!

More about other things very soon. I will say now, though, that our telephone conversation was a most refreshing experience. And one of these days I'm going to let my curiosity ask you about your recent "theoretical break-through". I don't have to be consistent at all times, but I just wouldn't be consistent at this moment if I didn't wind this up with —

Humanistically yours,

Tony

copy

February 10, 1961

[illegible]

[illegible] it all! It seems that I just can't escape! Therefor, I am enclosing a copy of a first draft Introduction for the Journal.

[illegible] before I do anything more on it, I want to know whether you think it's on the right tract or not. Please give it your immediate attention if at all possible. I have another copy so please don't hesitate to correct, delete, include, rearrange, or whatever you think might help. For my convenience, mostly, because of the printers deadline, I would greatly appreciate your shooting the draft back to me by return mail. For your convenience, I have provided for same with my self-addressed envelope. And there is plenty of room for critical reactions on the backs of the several pages of the draft.

I didn't expect to get caught doing an Introduction. Once again, damn it all!

More about other things very soon. I will say now, though, that our telephone conversation was a most refreshing experience. And one of these days I'm going to let my curiosity ask you about your recent "theoretical break-through". I don't have to be consistent at all times, but I just wouldn't be consistent at this moment if I didn't wind this up with —

Humanistically yours,

Tony

Tony, You just don't trust yourself enough. This is excellent. It could be longer and fuller perhaps, but this is not necessary at this point today, because of your reference in the last sentence to a fuller treatment in the future. Also do you plan to publish some statement in the 1st # onfformation of the Association? If not, no harm in adding a paragraph at end of this paper if your plans have gone far enough. Or maybe something like "Organization of an " Association for Humanistic Psychology" is now under discussion. As soon as this is worked out, announcements and invitations will be printed in this Journal "What to you think?

I really think it would be a) more honest and true and b) tactically smoother not to speak of a single founder. Tying it to just my name means that anybody who dislikes me or my style or my ways will automatically dislike Humanistic Psychology. Better to make it a collaborative group. Also its just plain true that I learned from Fromm, Horney and Goldstein particularly. May not give them credit too? No harm in it, and much benefit. Good administrative and organizational policy calls for meticulous and accurate historical statements and Fromm, Rogers, Goldstein will know that they were on the scene either earlier than I or at the same time. What I did that they didn't do was to encourage contact and exchange between all of these people. This was done by much correspondence and personal meetings and finally by starting my Mailing list /#/ around 1954 as a kind of Committee of Correspondence I might be called the first organizer and one of the intellectual leaders (with Goldstein, Fromm, Horney, and Allport).

Please be very meticuous and accurate about this. Another sentence or # two will do it. For instance something like the following:

The major intellectual leaders of this group in this country were Goldstein, Horney, Fromm, Maslow, Rogers, Allport. In 1954, Abraham H. Maslow made the first move to bring those and many others/ interested individuals together in a kind of Committee of Correstondence and Interchange. The mailing list which bound this group together grew with such extreme rapidity in the years following that a journal and an association seemed called for.

I thought it better to type this. Don't know if you can read my handwriting

Abe

February 27, 1961

Dr. Abraham H. Maslow
Chairman, Psychology Dept.
Brandeis University
Waltham 54, Mass.

Dear Abe:

I don't know whether I took out enough time to thank you for the telegram. If I didn't, thanks right now. Also thanks for your o.k. on the second draft of my brief introduction to Humanistic Psychology for the first issue.

Another thanks for the follow-up on the telegram. It occurs to me that I might have saved you and Ruggles Smith, the University Legal Counsel, a lot of wear and tear by referring to the original official agreement with the Board of Trustees. That agreement specifically says that Brandeis will "publish" our Journal. To be sure the reference was made to The Journal of Self-Psychology, but that title was explicitly recognized as tentative. We took care of the change in title through officially registering it later on, you will recall. I won't dig up the relevant correspondence because I believe it isn't necessary for our present purposes. The important thing is that the Brandeis Board of Trustees officially stated it would "publish" our Journal. An enclosure, properly marked for your and Mr. Smith's convenience (if the latter is necessary), is enclosed.

The fact that the Board of Trustees has "undertaken the publication" of our Journal with certain stipulations does not mean that we have to have a rigid interpretation of their generous action. Quite the contrary. I shall "try to get more exact information", as soon as possible, to see if it is necessary to continue with the "published by".

I am so happy about the sponsorship by Brandeis University, and I am sure you are too, that it would be only natural for us to want Brandeis (including the Legal Department) to be just as happy with us.

About the copyright. Mrs. O'Neil is checking on this matter among the many other things that she is doing. She is positively fierce in her desire to see that we have the finest possible Journal that can be had for the money available to us. She wants Brandeis to be proud of its sponsorship. It is a pleasure to work with her. It is only natural under the circumstances that she, too, is a General and has all of the rights, responsibilities, authority and privileges that go with her position as Technical Editor.

I like your unsolicited gem and I'm glad you asked for permission to get them published. At the moment, however, I am not sure that they can be squeezed into the first issue. But they most cer-

tainly can be included in the second one.

According to our "fingers crossed" schedule, Harriet will do the paste-up work this Saturday and Sunday, March 4th and 5th, following which the material goes to the printer who wants 10 to 12 days for his part of the job.

Chuck, my negro nurse who is here from 8 a.m. to 1 p.m. six days a week belongs to a Fundamentalist cult. Almost every morning she quotes from the Bible or from a direct conversation with either Jesus or the Holy Ghost to the effect that I must be patient. (I recall a letter from you several weeks ago in which you joined this angelic chorus by ending your letter with Patience and Fortitude!). Well, my answer to all of you isthat I extoll the virtues of impatience, there being nothing like it. Call it Divine or call it Constructive, there is no doubt but what it is a splendid example of how to be what a friend of mine calls "nervious". And it does no good to have Harriet xxxxx tell me that I act like someone about to have a baby.

Nervlously yours,

Tony

AS/dl
Encl.

COPY

JOURNAL OF HUMANISTIC PSYCHOLOGY

2637 Marshall Drive — Palo Alto, California
March 27, 1961

O. Hobart Mowrer
447 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Dr. Mowrer:

I have watched an apparent trend emerging in your work recently. I have acquired the impression that it could lead to a new area of psychological inquiry - new in the sense of a more broadly scientific approach - in the not too distant future.

Doesn't your position on the morality and moral-ethical concepts of psychological theory and practice indicate a basic concern with axiology - at least its psychological aspects? If the answer is yes, then why not initiate the new field in a more formal way? You might do this by attempting a delimitation and definition under the general heading of Axio-Psychology. The resulting freedom of action could encompass consideration of such matters as the so-called non-judgmental attitude in non-directive counseling, the place of moral questions in psychotherapy as well as in human relations in general; the biological, social and other bases for morality. The question of ethics in the psychology field in general could also come under the general heading of axio-psychological phenomena. And so on and so forth.

There is plenty of precedent for opening a new field along these lines. The most recent issue of the American Psychologist contains a brief report on a call for the establishment of a Philosophical Psychology division, a division that temporarily includes existentialist, phenomenological and humanistic psychology.

COPY

A couple of years back I wrote to Dr. Maslow about starting a new branch in the psychology field for the purpose of inquiring into the psychological aspects of "being" and "becoming" under the label of onto-psychology. I suggested an appropriate journal title, namely, Journal of Onto-Psychology, which would be concerned with the onto-psychological aspects of "being" and "becoming", and their relation to such concepts as "existence", "non-being", etc. The same applies to the "axio-psychological" study of "being" and "relating" and so on.

What do you think about this?

As you know, I have been working on the launching of the Journal of Humanistic Psychology. It has just gone to press and should be available for distribution in the very near future.

It would be a pleasure to assist in the launching of a journal of axio-psychology. If you and your associates don't or can't get around to this kind of project, then perhaps it will be necessary to attempt it under the auspices of the now being organized American Association for Humanistic Psychology. I hope to be able to push the formation of the Association, now that the Journal of Humanistic Psychology is launched. Nevertheless, the work on the Association can proceed simultaneously with that required for the launching of a journal of axio-psychology.

Thank you for relaying our request for working capital from the American Psychological Foundation. I have already received a friendly, but necessarily non-committal (at this time) response from Dr. Theodore Newcomb.

Sincerely,

Anthony Sutich
Editor
Journal of Humanistic Psychology

AS/dl

University of Illinois | Department of Psychology
URBANA, ILLINOIS

April 4, 1961

Mr. Anthony Sutich, Editor
JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 Marshall Drive
Palo Alto, California

Dear Mr. Sutich:

The suggestion contained in your letter of March 27 is an intriguing one. You are quite correct in your surmise that I have become increasingly preoccupied, in recent years, with the problem of values. And this is certainly an aspect of human personality and society which we psychologists quite systematically neglected. Furthermore, if one writes anything in this area, it is likely to be quite difficult to find a place to publish it. This is one reason why I have brought together a collection of lectures and other manuscripts in the paperback which has just appeared and is entitled THE CRISIS IN PSYCHIATRY AND RELIGION. A specialized journal in this area might, therefore, be quite useful. However, for reasons which I can't quite identify, I feel a little bit uneasy about such a venture. Some of my misgiving undoubtedly comes from the set which psychologists in general have against this kind of thing. Then, too, it is difficult to launch any kind of a journal these days without considerable capital. However, it might not be too difficult to get fifteen or twenty psychologists who were willing to put up a hundred dollars apiece to launch such an undertaking. I have become increasingly persuaded, as the enclosed article on "The New Psychological Liberty" will indicate, that psychologists and other secular scientists are going to have to take greater leadership in this area than they have in the past. Theologians seem very generally to have lost their nerve, and society at large seems to be ~~thoroughly~~ crying for some kind of guidance and stability in this area. The other article which is enclosed, "The Rediscovery of Responsibility," has been written for the ATLANTIC MONTHLY, on request, as a result of the editor, Mr. Edward Weeks, having seen the piece in the AMERICAN PSYCHOLOGIST last May, entitled, "Sin, the Lesser of Two Evils." One of the editors at Knopf, Inc., has written me asking me if I didn't think the time had come for someone to do a book on responsibility; and there are other indications of a stirring of interest along these lines.

This letter doesn't have much sequence or organization--I've just sort of thought out loud as I've dictated it. By way of summary, I guess I ought to say that I don't really know quite what to think of your proposal. It has much to recommend it, but the idea of starting another journal sort of appalls

me, I guess. But in terms of human need, such a journal might come a lot nearer justifying itself than some of our more formally "scientific" journals do. Therefore, if your interest in this proposal continues, why don't you write me again, perhaps in more detail, concerning your thoughts as to how it might be gotten under way. I appreciate your taking the time to write your letter and hope that this reply will be some degree helpful and suggestive.

Yours very sincerely,

O. Hobart Mowrer
Research Professor

Encl.

OHM:pf

April 10, 1961

Dear Abe,

Well, it looks like we've made it! Ye little old Journal is now an actuality rather than a potentiality! I am enclosing one of the two "hand-woven" copies I received today. One for you and one for me, just to prove if necessary that we weren't kidding anyone these past almost four years. The remainder of the order - 498 copies - all of them "machine made" - is to be delivered here by the end of this week, April 15th, or early next week, ready for distribution to our current subscribers, want to be subscribers and could be subscribers.

The three ads I placed have not appeared as yet - all of them should be circulating in two to four weeks - so I have no idea of what the number of subscribers is likely to be.

There are a couple of errors in the Journal but they don't seem to be too serious. Two Roman numerals are skipped in the "preliminary pages". This is our own fault. On Roman numeral page iii we duplicated the definition on page ii, God knows why. It would have cost a lot of money to make another plate. We chose instead to have the page cut out for a nominal fee, and converted Roman numeral page ii into Roman numeral page iv by a conversion of ii into iv.

Henry Winthrop's name was left out in the Book Review section. Mrs. O'Neill informs me that in many journals the name of the Book Review Editor is left out in of the journal section heading. She preferred it that way in our Journal. I'll see how it goes and then MAYBE change things for the second issue. In Winthrop's case this deletion

is not too serious I believe, since his name as on the Staff as the Book Review Editor and on the first preliminary page the Books for Review are explicitly stated to be sent to him, by name, and to his address. Mrs. O'Neill is of course unhappy about the Roman numeral item and a couple of tiny ones that perhaps only a professional would notice. She has done a tremendous job in designing the Journal, selecting the paper, ink, working with the Printers, etc. I shudder to think of what might have happened without her and with the limited funds available to us.

Each author will receive at least 20 reprints as soon as we can get them to him.

I plan to send a complimentary copy to Sachar and at least one to the Board of Trustees, but wont if you think it best not to.

I'll tell you more about the financial picture some time next week. At the present moment it looks reasonably good.

Mrs. O'Neill had the decisive voice in choosing the color of the first issue. She said that the ink, especially, is now beginning to be used by Journals that want to get just a little bit away from the traditional ultra-conservative colors. The result is a quite pleasing combination of the color of the pages and the cover. For the next issue, just wait and see! I have checked the combinations for the next issue and she likes them.

Mrs. O'Neill has worked with the Stanford people for so long that she is very much aware of how Universities must make sure that they make a good impression.

Tony

P.S. I forgot to mention above that Winthrop phoned me from Florida

a week or so ago and I then had the opportunity to explain what had happened in connection with the review of Paul Goodman's book "Growing Up Absurd". He was very decent about the whole business and his main concern was to make sure that his article "Can We Educate For A Sense of Value?" was going to appear in the first issue.

P.P.S. I believe Ruggles Smith and the rest of the Legal Department will be happy about the copyright page. "Accidentally" the copyright page does not say "published by" or "sponsored by". I got around this problem for this issue by thanking Sachar and the Board of Trustees for their decision to sponsor us.

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

April 13, 1961

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

Certainly there is no harm in postponing a book review but good diplomacy would be to let Winthrop know.

As for my art test, there is so much to say about it that I would prefer to postpone talking about it until we meet during the summer sometime.

Abe

P.S. The journal came in just this minute — a very thrilling moment. I sat there thinking what patience and fortitude and stubbornness could do. Your introduction is excellent; you are a good writer. Congratulations for the whole business! I think also that this may turn out to be quite a moment in American intellectual history. Yes, I think it would be a good idea to send a complimentary copy to Sachar and one to the Board of Trustees, but make them marked copies so as to be sure they will read the introduction.

May 2, 1961

Dear Abe,

This Journal business is the damndest thing. It takes an almost inconceivable amount x of attention to all kinds of details, at a time when I'd much rather be at several other things. This phase will come to an end sooner or later, I'm sure, but there is very little consolation in this fact. The business side of the Journal would come a lot easier if I could afford more secretarial help. But I can't, so everything tends to take just that much more time. This is complaint number 999 in case you are keeping a record.

I promised you a financial report. At the present time it looks as if the Journal will cost something over $900.00 for the printing job. The three ads are more expensive than I thought they would be, largely because the Library Journal sent a bill for $160.00 for a half-page ad, instead of the $50.00 I had innocently assumed would be the price. The $100.00 ad in the American Psychologist and $50.00 in the Journal of Consulting Psychology make up the rest of the ads expense.

The Printer is getting a check for fix $800.00 and says we can take a month or so for the balance. The only remaining item is something around $150.00 for the off-set typist. As I said previously, enough Journals have been ordered to clear up our debts. Whatever we get in the way of new subscriptions should be enough to pay for the next issue if we get 200 new orders.

What I have learned about off-set printing should make the next issue much less expensive. As soon as the necessary application material is forwarded to the Main Post Office here we will have the advantage of bulk rates.

A number of mistakes have been made and I feel quite badly about them. I could console myself with the thought that I had no idea of what I was in for, operating pretty much on a financial shoestring, getting- by along as best I could with limited help, very little time that I could spare from a heavy therapy case load, etc., but I don't console very easily about errors.

Please don't misunderstand me. I am quite happy about the Journal having finally gotten into orbit and so are the many individuals who have done their part in one way or another around here over a period of several years.

I have heard nothing further from Newcomb about "working capital" from the American Psychological Foundation which he heads this year. I sent him a copy of the Journal last week. I also wrote to Hadley Cantril, as you and Lawrence Frank suggested. I enclosed a copy of the Journal, for him, too.

This financial business bugs me at times. I have to work like hell day in and day out to earn a living doing therapy work and I have no money to spare. It has struck me a number of times that I might be eligible for a grant of some sort from somewhere. The job of pushing the Association to which I am committed (and gladly) would be infinitely easier if I could get a grant~~xxxxxx~~. It doesn't make any difference to me whether the grant was made directly for the Journal, the Association, or myself. If for the Journal and Association, I suppose I would be entitled to a stipend at least.

Of course, there is always this stinking business of the absence of a Doctorate in my case. If an honorary Doctorate could be managed from any reputable College, I'd be glad to ~~get~~ have one. There is no end of explanations and what-not that ~~are~~ I would be spared. It's really a nuisance to have to, in effect, justify my

project
position in the Journal ~~purjcut~~, and soon in the work connected with the Association, as well as in the regular everyday routine connected with my therapy work. There is no doubt in my mind that a Doctorate would facilitate any approach to any Foundation or other source of project funds.

In a moment of weakness (I can't explain it otherwise) I suggested in a brief letter to O.H. Mowrer, that the position he was developing seemed to call for a new journal, something that might be called the Journal of Axio-Psychology. He fired back a letter immediately, asking me to elaborate, etc., etc. He seems to think that this might get going if 20 or so psychologists put up a hundred dollars or so apiece. He made no objection to the statement that such a journal might come into being under the xxxx auspices of the American Association for Humanistic Psychology. I have had his letter for about two weeks but have been too scared to answer it, figuring I might get too involved in new things at the moment. I'll answer him soon, of course. And if my secretary has the time I'll have her send you a copy of the correspondence so far.

In the meantime, I have replied favorably to a request from a chap who is in the Seattle Washington area and is busy setting up a Division of Philosophical Psychology ~~Colloges~~ in the A P A.

Tony

Journal of Humanistic Psychology

2637 Marshall Drive Palo Alto, California

May 13, 1961

O. Hobart Mowrer
447 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Dr. Mowrer:

I wish to express my appreciation for your prompt reply April 4th to my letter. I also wish to thank you for your generosity in sending me copies of your papers on Responsibility and Liberty. For your convenience I am enclosing a copy of your letter in order to facilitate your handling of this communication.

I understand from your reply that the paper on Responsibility is to be published in the Atlantic Monthly. My congratulations on this! I enjoyed your other paper, the one titled "The New Psychological ~~Responsibility~~ Liberty. I would like to know where and when the latter is to be published.

Your extemporaneous comments on the possibility and advisability of a journal to represent your own, and like-minded, views and findings in a basic area of human inquiry, are most welcome and instructive.

I'm sorry I have taken such a long time in getting around to replying. I am about to push ahead on the final phases of the formation of the American Association for Humanistic Psychology. Nevertheless, I feel that it may be of some value to ~~send~~ you a couple of more formal definitions relevant to the scientific study of the moral-ethical aspects

of human behavior and relationships.

The definitions are written somewhat along the lines of the definitions we have employed in relation to Humanistic Psychology and to the Journal of Humanistic Psychology.

Your suggestion that perhaps twenty or so psychologists could put up a hundred or so dollars apiece to start a journal sounds good. But such a project would take a lot of work judging from my own efforts in launching the Journal of Humanistic Psychology.

It would be a pleasure to hear further from you if there is something that I might be able to do. In the meantime, my very best wishes to you in opening up a vital area of human concern.

Cordially,

Anthony Sutich
Editor
Journal of Humanistic Psychology

AS/dl
Encl.

FIRST DRAFT

Axio-Psychology

Proposed Definition

Axio-Psychology may be defined as the scientific study of the psychological aspects of the nature, structure, relations and functions of morality and ethicality in individuals and groups in relation to, and interaction with, each other (a. person to person, b. person to group or groups, c. group to individual, d. group to group or groups) and with the "physical world".

Axio-Psychology may be further defined as the scientific investigation of the psychological aspects of the nature, structure, relationships and functions of such concepts as, right and wrong, proper and improper, guilt, amorality, duty, obligation, self-respect, judging and non-judging, conscience, super-ego, personal and group freedom, choice and responsibility, moral-ethical values etc., in human conduct and relationships.

The Journal of Axio-Psychology

Proposed Definition:

The Journal of Axio-Psychology is concerned with theoretical and applied psychological research in the moral-ethical aspects of human nature and human relationships, and the publication of such findings in papers, studies, surveys and so on, to the end that man may more effectively apply the knowledge thus gained to the problems connected with maximum self-actualization and fulfillment, in conjunction with ethical and moral codes when necessary.

It has been said that one way of understanding the notion of "original sin" is to deal with it as a more or less conscious or unconscious, but significant, deviation from the process of maximal self-fulfillment, whether caused by voluntary or involuntary responses to situations in which the individual is involved in the immediate or post-natal phases of human development. (Dr. Diehl of Paris, France would call such a deviation the basis for what he refers to as "primary guilt". The moral-ethical codes acquired later on and superimposed on "primary guilt" as "secondary guilts". The latter deviations are more easily observed ordinarily; for instance, deviations from standards of right and wrong set up and taught to their children by a particular sets of parents in a particular culture at a given time).

JOURNAL OF HUMANISTIC PSYCHOLOGY

June 7, 1961

Dr. Abraham H. Maslow
Western Behavioral Sciences Institute
6363 La Jolla Boulevard
La Jolla, California

Dear Abe

I am enclosing a paper by Benjamin Kelman. I would like to get your reaction to it in view of your own work in comparative psychology. By reaction I mean essentially do you or do you not recommend it for publication? I like it. Please return the paper as soon as convenient.

While I am on the subject of papers, I would like to include your Dopsychia: The Good Society in the fall issue. Let me know if this is O.K. with you.

I am just getting around to working on the American Association for Humanistic Psychology project. There has been much more delay in this and several other things than I care to think about. Suffice it to say that I have never had such a long seige of virus in my life. For some reason or other, there has been a lot of what my physician calls neuro-tropic complications in otherwise well-behaved virus attacks. In my own case it has meant two weeks of being out of circulation. I was able to do my regular case work, about which I have no choice anyway, but for the rest, it was just about the damnedest nuisance I ever had experienced. Almost like clockwork I would become somewhat incoherent early in the afternoon, usually when my secretary was here. I could hardly dictate anything and it was not because of embarrassment that my face would be a brick red color for about a half hour. This, with below normal temperature! And the usual antibiotics did not work. Furthermore, to top this off and just as I was ready to swing back into stride, the gal who does secretarial work for me conked out completely and is in the hospital.

I do hope that I will have an opportunity to see you sometime this summer.

Tony

Encl:
AJS/bjn

July 17, 1961

Dear Abe,

I am rapidly catching up with the accumulation of work of various kinds that piled up during the several weeks I was ill and my secretary was hospitalized.

A correction about my illness. The real problem for a number of weeks was not virus but a very disruptive reaction to one of the newer cortisones. This has now been taken care of and I no longer have the awful detached, sometimes almost incoherent mental state, coupled with a brick red face for an hour or so between the 10 a.m. to 3 p.m. daily nightmare. I had had minor "side reactions" from cortisone previously. But this was so serious that I was quite disrupted by its effects. Fortunately, no significant damage was done and it now just feels as though I had spent several weeks in a blur. It just couldn't be helped.

I am expecting three checks from Brandeis this week and they should cover the remaining outstanding bills. The offset typist has a small amount coming and there is a minor amount for some special secretarial work and that's that.

A new subscription comes in almost every day, averaging five a week. Out of the remaining one hundred plus Journals I expect to get several hundred dollars according to the usual course of Journal subscriptions, judging by what our Technical Editor, Mrs. Harriet O'Neill, says.

I am reading manuscripts again. At the present time it looks

as if four or five more acceptances will give us a fine issue.

I have returned Dr. Kehlman's paper. I quoted some of your comments but did not refer to you by name. As you suggested, I left the door open for a paper based on the pages you felt might be the foundation of another effort.

Thanks for the Georgene Seward paper. I am sending her an acceptance notice for our Fall issue, today. Within the week I hope to send you a virtually complete Table of Contents for the Fall issue.

I regret to say that I have not yet plunged into the organization of the American Association for Humanistic Psychology. The chief reason is that I underestimated the amount of work that I had to give personal attention to a couple of weeks ago before I could resume the big push on the AAHP.

You probably overlooked it, but in a letter some weeks ago I asked about a successor to Dr. Angyal for our Board of Editors. Could you let me know your choice or alternates for Editorial Board membership?

I forgot to tell you above that I have started a draft of a letter to prospective members of the AAHP.

I'll try to finish it this week and send it to you for your reactions. In connection with the Pro Tem officers, it is my feeling that Winthrop would make a very good President, or Vice President. Several months ago he expressed great interest and a willingness to serve in any capacity. He is a very active guy. There is no question about his dedication to "Humanistic Psychology". He is already sending me so much stuff and referring to other material which he would like me to go over for possible includion in the Fall issue, that I am convinced he could fill the issue with his own material. And I have a hunch that he would if I would only

say o.k.

Winthrop is a likable fellow as well as being a powerhouse, judging by the contents of his letters.

I am eagerly waiting to hear about the date of your visit here. I hope that you can make it some time before the end of August.

Affectionately,

Tony

AS/dl

WESTERN BEHAVIORAL SCIENCES INSTITUTE

A Center for the Study of Interpersonal Relations / 6363 La Jolla Boulevard, La Jolla, California / GLencourt 4-0474

July 18, 1961

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I am going to try to get up to Palo Alto as soon as possible, perhaps within the next four or five weeks. If I can, I would like to stay a day or two and clean up all your secretarial work. I gather you have fallen behind because I get an occasional letter asking why my letter was not answered. In any case, you certainly ought to allow for some secretarial expenses in your budget.

When is the best time to come? When will you have the most time free, is it a week-end, or what? I will certainly let you know a day or two before I come.

I finally caught up with my own budget and I will now be able to help in small driblets. We will talk about this when I see you.

I might have come up earlier, but my work has been going so beautifully here that I just hate to break into it. There is nothing like being completely free and irresponsible for my kind of work. It just flows and flows and I am very happy about it. Further more, this kind of free atmosphere makes more possible the "far out" pioneering quality, it is as if being relieved from the world and reality. I don't have to pay any heed to public opinion or pleasing people, or the demands of reality. I burrow about in my own private world of fantasy, inventive intellectual play and wild thoughts generally. Of course, much of this turns out to be crap, but then I just toss that part away and save the rest which is very precious.

I am so sorry that we don't live closer together. I feel you would understand what I was doing so that occasionally I could have someone to talk with, someone to try it out on.

430

-2- Dr. Anthony Sutich, July 18, 1961

Well, I will see you soon and we will talk about it. The question comes up of publishing these things. As they stand now, they are quite unpublishable in the ordinary sense. I have had the crazy thought of publishing them anonymously, but I am not even sure that is possible.

Cordially,

AHM/do

P. S.

How much money per year do you think would be necessary to keep the journal running in addition to the income you already have? I have some thoughts in mind about this.

We must also talk about the board of editors. I will come along with a couple of suggestions. You should think about it too. The board could certainly be expanded considerably wherever there is an advantage either financial, intellectual or whatever.

AHM

(DRAFT MISSING)

2637 Marshall Drive, Palo Alto, California

July 24, 1961

Dear Abe,

Enclosed you will find a draft of the formal ORGANIZATIONAL announcement ~~of the organization~~ of the American Association for Humanistic Psychology.

If you have no objection I shall list you, Clark Moustakas, other board members Dorothy Lee and myself (and perhaps Joe Adams, if I can catch up with him in the next day or so) as the Committee on Formal Organization. (Lee & Moustakas long ago gave me permission to use their names, as in this case, in matters concerning the Journal).

As for pro tem officers, Winthrop is already on record as wanting to be one as soon as we say so, or will serve in any other relevant way.

Your letter was extremely enjoyable. It was a real delight and I shall reply in the next day or so, answering your questions. I must get this to you first, however. Please answer promptly.

There are so many, many things to talk about, and soon.

Affectionately,

Tony

List people with titles
eg Winthrop, Book Review Editor
Your signatures, Board of Editors, etc.

AS/dl

431

copy

Sutich

6233 Mulholland
Highway

8.4.61

Dear Mr. Sutich,

Thank you for your note & the accompanying letter from the Editorial Board of the Journal of Humanistic Psychology. (Incidentally, I didn't receive the first number—or, if I did receive it, it was just before my house burned down, so that it was destroyed with all the rest.). If I can join the Board in a highly Platonic &

Pickwickian sense, doing nothing except (I hope) occasionally meeting the other members, I would feel honoured to do so. Meanwhile will you send me Dr. Maslow's address in La Jolla. I wd like to contact him when we get back from India, where we shall be spending most of November —

Sincerely

ss/ Aldous Huxley

Patent

6233 Mulholland
Highway

8.x.65

Dear Mr Sutich,
Thank You for Your note & the accompanying letter from the Editorial Board of the Journal of Humanistic Psychology. (Incidentally, I didn't receive the first number ~~as I was abroad~~ or, if I did receive it, it was just before my house burned down, so that it was destroyed with all the rest.) If I can join the Board in a highly Platonic & Pickwickian sense, doing nothing except (I hope) occasionally meeting the other members, I would feel honoured to do so. Meanwhile will You send me Dr Maslow's address in La Jolla. I wd like to contact him when we get back from India, where we shall be spending most of November —

Sincerely

Aldous Huxley —

WESTERN BEHAVIORAL SCIENCES INSTITUTE

A Center for the Study of Interpersonal Relations / 6363 La Jolla Boulevard, La Jolla, California / GLencourt 4-0474

August 15, 1961

Mr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

Everything looks good. I gather that you are keeping separate the Board of Editors of the Journal and the Board of Sponsors for the Association. This is the obvious thing to do. The more Sponsors, the better. I would accept practically anybody without thinking about it twice. Obviously, you cannot do this for the Board of Editors.

For instance, with respect to Silvan Tomkins and Nevett Sanford--Sanford is clearly suitable for the Board of Editors in terms of the work he has actually done and contributions made. I am not certain his own professional identification would permit this, but it would certainly be worthwhile asking. From what I know of Tomkins, I am quite doubtful. In the first place, he has done nothing in the past but highly technical and professional work. What his new things are I don't know, but since an appointment to the Board of Editors is irreversible, it would be a catastrophe to have a wrong person on the Board. I, therefore, vote against inviting Tomkins to be an Editor and vote in favor of inviting Sanford. However, both of them would be fine, as would anybody else, on the Board of Sponsors.

The announcement you worked up looked very fine. I have no suggestions. Perhaps one thing, you mentioned that other such organizations may be formed throughout the free world. Why limit it to the free world? There isn't a chance in a thousand that the Russians would be interested today, but who knows how their minds may change in the future and in any case, Poland is quite different from the other countries. I get a fair number of requests for my reprints from Poland and Czechoslovakia.

My regards to everybody.

Cordially,

Abe

AHM/do

MILL VALLEY
AUG 29
CAL

Mr. Anthony J. Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

S. I. Hayakawa, 225 Eldridge Avenue, Mill Valley, California

Dear Mr. Sutich: I am honored to be invited to Board of J. H. P., & accept with pleasure. Forgive this hasty note, but I am off to A.P.A. in N.Y. leaving tonight. I have a new title, by the way, "Professor of English, San Francisco State College," — no longer "Language Arts."
Cordially — S. I. Hayakawa

HARVARD UNIVERSITY
DEPARTMENT OF SOCIAL RELATIONS

EMERSON HALL
CAMBRIDGE 38, MASSACHUSETTS

August 28, 1961

Dr. A. H. Maslow
The Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

Dear Abe:

Thank you for writing me such an attractive invitation to join in the editorial sponsorship of the Journal of Humanistic Psychology. Earlier I had written Anthony Sutich that I felt my editorial vigor would not reach to this assignment (even if the assignment is nominal). I must not let myself in for any more "boards." And so I must regretfully decline the invitation. Count me, however, as an eager wellwisher.

Ever yours,

Gordon W. Allport

SARAH LAWRENCE COLLEGE
BRONXVILLE, NEW YORK

TELEPHONE
DEERFIELD 7-6700

September 3, 1961

Committee on Editorial Board
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

Dear Sirs:

I am honored by your invitation to become a member of your Editorial Board. Unfortunately, however, other commitments would make it impossible for me to give time to the editorial work of the Board, and I do not see how I could become a member with out taking some responsibility for the work. I believe that you have my subscription for the magazine and I hope to follow it closely.

Sincerely yours,
Helen Merrell Lynd

THE J. HILLIS MILLER HEALTH CENTER
UNIVERSITY OF FLORIDA
GAINESVILLE

COLLEGE OF NURSING

August 29, 1961

Anthony J. Sutich, Ph.D., Secretary
Committee on Editorial Board
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

Dear Dr. Sutich,

I will be glad to serve on the Board of Editors of the Journal of Humanistic Psychology. Keep me posted.

Sincerely,
Sidney M. Jourard, Ph.D.

SMJ:az

PHONES: FR. 6-4811

THE INSTITUTE FOR INTERNATIONAL SOCIAL RESEARCH

240 NASSAU STREET • PRINCETON • NEW JERSEY

LLOYD A. FREE
Director
HADLEY CANTRIL
Senior Counsellor

PHONE: WALNUT 1-9400
CABLE: SOCRESEARCH

September 5, 1961

Committee on Editorial Board
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

Dear Sirs:

Thank you very much for the invitation to serve as a member of your Board of Editors. I will gladly accept the invitation.

Sincerely,

Hadley Cantril

ERNEST G. SCHACHTEL
299 RIVERSIDE DRIVE
NEW YORK 25, N. Y.

September 7, 1961

Committee on Editorial Board
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

Dear Sirs:

I accept gladly your kind invitation to become an member of the Board of Editors of the Journal of Humanistic Psychology.

Sincerely,

E. Schachtel

Ernest G. Schachtel

THE UNIVERSITY OF WISCONSIN
WISCONSIN PSYCHIATRIC INSTITUTE
1408 UNIVERSITY AVENUE
MADISON 6

September 8, 1961

Committee on Editorial Board
The Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

Dear Sirs:

I feel that I am already on the Editorial Board of too many journals, but I am interested in the purposes of The Journal of Humanistic Psychology, and if you feel that it would help your development to have me on the Board of Editors, I would be willing to serve.

Sincerely,

Carl R. Rogers

Carl R. Rogers, Ph.D.
Professor, Departments of
Psychology and Psychiatry

CRR:rn

THE MENNINGER FOUNDATION
TOPEKA, KANSAS . . . . . .

FOR PSYCHIATRIC TREATMENT,
..EDUCATION, AND RESEARCH

September 13, 1961

Committee on Editorial Board
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

Gentlemen:

Thank you for your letter of August 22nd. I am sorry that I am unable to accept membership in the Board of Editors, but I shall follow with interest and appreciation what the Journal is doing.

Cordially yours,

Gardner Murphy
Director of Research

GM:ds

DR. IRA PROGOFF
45 WEST 10TH STREET
NEW YORK 11, N. Y.
GRAMERCY 5-2640

September 19, 1961

Committee on Editorial board
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

Gentlemen:

Thank you very much for your invitation to become a member of the Board of Editors of the Journal of Humanistic Psychology. I shall be very pleased to join with you in your work.

Please feel free to call upon me for any assistance that I may render.

Sincerely,

I. P. Goff

IP:,ms

WESTERN BEHAVIORAL SCIENCES INSTITUTE
A Center for the Study of Interpersonal Relations / 6363 La Jolla Boulevard, La Jolla, California / GLencourt 4-0474

September 21, 1961

Mr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony,

Enclosed is $25 toward the deficit.

The Board of Editors looks fine. It is a pity about the ones who declined, but that can't be helped. Aldous Huxley's house has burned out so he lives some place else now. I'll get his old address and you can write — it probably will be forwarded.

I keep on looking for angels, but I am taking it easy and slowly — I don't want to rush things.

The table of contents looks wonderful, just as good as the first number — maybe better. The miracle you presented seems to continue miracling.

Abe

2637 Marshall Drive,
Palo Alto, California
Dec. 6, 1961

Dear Abe,

A number of difficulties and problems have been cleared up and I have begun to catch up on an enormous backlog of unfinished business.

In looking over the present situation of the AA for HP it now seems to be a lot of extra work to first accumulate a long list of sponsors and then contact as many prospective members as possible. I wonder whether I couldn't just write up material directly for prospective members using the already organized and functioning Committee on Organization as the head of the membership drive. The first phase of the drive should bring in a lot of top level people and their names as members could be referred to in subsequent phases of the drive. Provision could be made for contributions, donations, etc. whether the individual concerned joined or not. What do you think of this proposal?

Also, can you suggest suitable candidates for Pro tem officers?

Please reply to the two questions above as soon as possible. Use the space on the bottom of the page if it is more convenient.

Tony

copy

Notes on Dec. 6, 1961 letter from "Tony"

[Following typewritten statement "Also, can you suggest suitable candidates for Pro-tem officers?"]

SF or Palo Alto people most prefered, next California people, next Western, choose remainder from people you know.

[Following "Tony"]

Tony, I strongly urge that at least 6 or 8 well known people be on Com. on Organization (to indicate broadness, eclecticism, not too tied to any <u>one</u> person's doctrines, etc.) You could do this in one week by aking all members of Edit. Board & asking reply by return mail. Should get enough this way. Don't wait longer than week — go ahead with those you have by then.

ss/ Abe

AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

December 18, 1961

Dear Dr, Buhler,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A Committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the Spring issue, 1962, of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance? Your signiture anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed envelope.

Sincerely,
Abraham H. Maslow

Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all communications to Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

Happy to accept.
Charlotte Buhler.

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

December 18, 1961

Dear Dr. Cantril,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A Committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the Spring 1962 issue of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance? Your signature anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed, return envelope.

Sincerely,

Committee on Organization
American Association for
Humanistic Psychology

Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams Ph.D.
Anthony J. Sutich, Secretary

Address all communications to Anthony J. Sutich, Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

December 22, 1961

Robert Hartman Ph.D.
Copilco 195
Mexico 20, D.F.

Dear Dr. Hartman,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the Spring issue, 1962, of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance? Your signiture anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed envelope.

Sincerely,
Abraham H. Maslow

Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all communications to Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

December 18, 1961

Dear Dr. Hayakawa,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A Committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology A copy will be printed in the Spring 1962 issue of the Journal of Humanistic Psychology.

The committee believes that at the present time, organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance? Your signature anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed, return envelope.

Sincerely,

Committee on Organization
American Association for Humanistic Psychology

Abraham H Maslow, Ph.D. , Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all communications to Anthony J. Sutich, Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

December 23, 1961

Dorothy Lee Ph.D.
Peabody Museum
Harvard University
Cambridge, Massachusetts

Dear Dr. Lee,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A committee of Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the Spring issue, 1962, of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance? Your signiture anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed envelope.

Sincerely,
Abraham H. Maslow

Dorothy Lee

Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all communications to Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

December 23, 1961

Clark Moustakas Ed.D.
Merrill-Palmer School
71 Ferry Avenue East
Detroit 2, Michigan

Dear Dr. Moustakas,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the Spring issue, 1962, of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance? Your signiture anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed envelope.

Sincerely,
Abraham H. Maslow

Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all communications to Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

Clark Moustakas

4-B

2637 Marshall Drive
Palo Alto, California

December 27, 1961

Dear Abe,

Hang on, brother! The millenium has arrived! To the tune of $1000.00! And from whom? Why, none other than our beloved fraternity otherwise known as the American Psychological Foundation. And as you will see from the enclosed copy, it is strictly anonymous. Anonymity under such circumstances is obviously no hardship.

Num is the word, now, but not in relation to requests from any other potential givers of manna. Actually, the $1000.00 grant means that we are sure of $1400.00 working capital. The second issue of the Journal will cost a little over $1100.00. The balance plus renewals should easily cover the cost of the third issue, Spring 1962. If the subscription list engenders beyond the three hundred plus we may reasonably expect as renewals, then there is no problem about the fourth issue Fall 1962.

Promotion, incidental expenses, plus the amount that can be reasonably assigned to the Association's membership drive, should take another $100.00.

Sometime during the coming year, I would like to transfer my personal responsibility for the financing of the Journal to the Association. This may mean a formal approval from the Board of Trustees but the transfer will probably be no more than a formality.

My impression is that the $1000.00 grant has put us in the position of being able to ask Journal donors among others (including foundations) for contributions. I have had to get along on my own beat-up typewriter and one borrowed for free which may be withdrawn at any moments

A good secondhand typewriter, preferably electric, that is in good repair and not more than three or four years old would be most welcome. If renewals and contributions are plentiful would like to have a duplicating machine of some description, as long as it would well, purchased or accepted as agift to the Journal or Association or both.

Harriet saw the second issue Friday evening and is enormously pleased. Copies to subscribers should be in their hands not later than the 5th or 6th of January.

With very best wishes for a tremendous New Year to Bertha and you from the Babe and me.

Tony

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

December 27, 1961

Rollo May Ph.D.
310 Riverside Drive
New York 25, New York

Dear Dr. May,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A committee on Organization has been form and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the Spring issue, 1962, of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance? Your signiture anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed envelope.

Sincerely,
Abraham H. Maslow

Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all communications to Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

Rollo May O.K.

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

December 29, 1961

Henry Winthrop Ph.D.
Social Science Division
University of South Florida
Tampa 4, Florida

Dear Dr. Winthrop,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the Spring issue, 1962, of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to out membership drive..

May we have your acceptance? Your signiture anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed envelope.

Sincerely,
Abraham H. Maslow

Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all communications to Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

Please note that I wish to be considered a sponsor of the AAHP
Henry Winthrop, Ph.D.

414

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

December 29, 1961

David Riesman Ph.D.
Department of Social Relations
Harvard University
Cambridge 28, Mass.

Dear Dr. Riesman,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the Spring issue, 1962, of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance? Your signiture anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed envelope.

Sincerely,
Abraham H. Maslow

Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all communications to Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

Terribly sorry to have been away and been so belated in returning this. With good wishes,
Yours,

AMERICAN ASSOCIATION FOR HUMANISTIC PSYHHOLOGY

2637 Marshall Drive, Palo Alto, California

Dear Prospective Member:

It is our great privilege to inform you that the first year of publication of the Journal of Humanistic Psychology has been far more successful than we anticipated. The Journal is a going concern! In fact it has become established so quickly that we are more than ever convinced that a new branch - a third force - in the general field of Psychology is vitally necessary. This new force is Humanistic Psychology.

A new, comprehensive organization, designed to administer and promote a growing variety of activities emerging out of the accelerating development of Humanistic Psychology is clearly needed. Therefore, in accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, intensive work is now under way on the formal establishment of the American Association for Humanistic Psychology.

A Committee on Organization has been formed and is listed below. Articles of Association have been drafted and adopted. The Articles of Association are essentially an implementation of the definition of Humanistic Psychology. A copy of the Articles of Association is enclosed and will also be printed in the Spring Issue, 1962, of the Journal of Humanistic Psychology.

The Committee believes that your name on our membership list can lend highly valued support to our organization and serve as an opportunity for many organized forms of participation in, and contribution to, Humanistic Psychology.

Please note that you are free to participate in any way you may choose within the scope of the American Association for Humanistic Psychology.

Membership does not entail any financial obligation beyond the membership fee of $2.00 per year.

Our first general meeting will be held sometime this summer. The exact date will be announced later.

We invite you to join our organization. An application blank is enclosed.

Sincerely,
Committee on Organization
American Association for Humanistic Psychology

Abraham H. Maslow, Ph.D., ~~Chairman~~
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Sponsors:

Joe K. Adams, Ph.D., Charlotte Buhler, Ph.D., Hadley Cantril, Ph.D.,

S.I. Hayakawa, Ph.D., Aldous Huxley, Sidney M. Jourard, Ph.D., Dorothy Lee, Ph.D., Abraham H. Maslow, Ph.D., Rollo May, Ph.D., Clark Moustakas, Ed.D., Lewis Mumford, Ph.D., Harriet O'Neill, Ira Progoff, Ph.D., Carl R. Rogers, Ph.D., Ernest G. Schachtel, Ph.D., Anthony J. Sutich, Henry Winthrop, Ph.D.

Address all communications to Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California

---

Application for Membership 1962

American Association for Humanistic Psychology

2637 Marshall Drive, Palo Alto, California

Name --

Address --

City -- State

WESTERN BEHAVIORAL SCIENCES INSTITUTE

A Center for the Study of Interpersonal Relations / 6363 La Jolla Boulevard, La Jolla, California / GLencourt 4-0171

January 2, 1962

Mr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony,

The fates are with us and maybe there is a God after all. Of course, I'll keep on trying just as I had intended to for more help, but I feel like a dice player with the 7's all running away.

I have a letter from Edith Weisskopf-Joelson asking about the possibility of having a number of the Journal dedicated to Charlotte Buhler. She will be 70 in 1963. This seems to be a very good idea. I was involved in one such issue for Kurt Goldstein. The issue editor then goes out and rounds up the manuscripts which I am sure you would be in favor of. As a matter of fact, I enclose a copy of her letter. How do you feel about it? By the way, don't answer here. I am leaving in four or five days. Write to Brandeis hereafter.

I met Henry Geiger and he's a wonderful man. He was very sad about the printing bill but he says you just can't do any better in the United States. My thought is to solicit a paper from him. He writes beautifully.

I was asked by Andrew Kay, who gave me my fellowship, to study on for another year. Unfortunately, I had promised the Brandeis Dean that I wouldn't ask for anymore leaves for two or three years. A pity, isn't it?

Cordially,

AHM/mee

Abraham H. Maslow
AHM:mee

P.S. I enclose also a letter from Shoben. My impression is that exchanges would be too expensive for us.

A NON-PROFIT CORPORATION

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

January 3, 1962

Aldous Huxley
6233 Mulholland Highway
Los Angeles, California

Dear Mr. Huxley,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A Committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the 1962 (Spring) issue of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance? Your signature anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed envelope.

Sincerely,
Abraham H. Maslow

Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all communications to Anthony J. Sutich, Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

Aldous Huxley

447

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

January 3, 1962

Sydney M. Jourard Ph.D.

Ok Sidney M. Jourard

Dear Dr. Jourard,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A Committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the 1962 (Spring) issue of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance ? Your signiture anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed, return envelope.

Sincerely,
Abraham H. Maslow
Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all comminications to Antnony J. Sutich, Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

Dear Abe - Please return

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

January 3, 1962

Ira Progoff Ph.D.,
45 West 10th Street
New York 11, New York

Dear Dr. Progoff,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A Committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the 1962, (Spring) issue of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have you accentance? Your signiture anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed envelope.

Sincerely,
Abraham H. Maslow

Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all comminications to Anthony J. Sutich, Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

I. Progoff

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

January 3, 1962

Ernest Schachtel ~~Ph.D.~~
299 Riverside Drive
New York 25, New York

Dear Dr. Schachtel,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A Committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology. A copy will be printed in the 1962 (Spring) issue of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not entail any financial outlay now or in the future and does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance? Your signature anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed envelope.

Sincerely,
Abraham H. Maslow

Ernest G. Schachtel

Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph. D.
Anthony J. Sutich, Secretary

Address all communications to Anthony J. Sutich, Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive
Palo Alto, California

— January 8, 1962

Carl Rogers Ph.D.
University of Wisconsin
Wisconsin Psychiatric Institute
1402 University Avenue
Madison, Wisconsin

Dear Dr. Rogers,

In accordance with the statement made in the brief introduction to the first issue of the Journal of Humanistic Psychology, work has begun on the formal organization of the American Association for Humanistic Psychology. A Committee on Organization has been formed and is listed below.

Articles of Association have been drafted and adopted. The Articles of Association are essentially an extension of the definition of Humanistic Psychology stated in the introduction to the first issue of the Journal of Humanistic Psychology.

The committee believes that at the present time organizational work can best be facilitated by listing the Board of Editors as sponsors. Sponsorship does not obligate you to take on any assignment or responsibility. Your name listed as a sponsor can lend highly valued support to our membership drive.

May we have your acceptance? Your signature anywhere on this page will be sufficient for sponsorship purposes. We enclose a stamped, self-addressed, return envelope.) ?

Sincerely,
Abraham H. Maslow

Committee on Organization
American Association for Humanistic Psychology
Abraham H. Maslow, Ph.D., Chairman
Dorothy Lee, Ph.D.
Clark Moustakas, Ed.D.
Joe K. Adams, Ph.D.
Anthony J. Sutich, Secretary

Address all communications to Anthony J. Sutich, Secretary, Committee on Organization, American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

Carl R Rogers - 1/11/62

2637 Marshall Drive, Palo Alto, Calif.
February 8, 1962

Dear Abe,

Very sorry about the delay in writing you. I have had a very rough time financially and that means a good many things have to be put off for awhile.

Thanks for your O.K. on the Gilbert paper.

Thanks also for your O.K. of the letter to prospective members. Every member of the Board of Editors has sent in his sponsorship O.K. except Riesmann whose Secretary sant a rather mixed-up reply in which she said he could not send us a paper because he was going to be busy academically for the next year or so. This just got in a day or so ago. I think the sponsorship list is representative enough now to go ahead with the letter.

I suppose you have seen your own copy of the second issue by this time. I would really like to know what you think of it.

With a manuscript to come from Buhler and one from Winthrop, the selection of the third issue is complete. Tomorrow or early next week I shall send you a copy of what is to go into it.

Harriet is alarmed and I am beginning to be quite concerned over the number of manuscripts available to us at this moment. I have only one in my files that appears to be suitable for the fourth issue. Unless a lot of manuscripts come in during the next four or five months, we shall be in real hot water.

I am going to see if we can't get something from Alexander Kay in the form of working capital for the secretarial and supplies expenses connected with the work of organizing the American Association for Humanistic Psychology.

I like the idea of an issue in honor of Charlotte Buhler. Would you take on the Editorship of that issue? If not, then who do you think is best for the job? It could be either the Spring or the Fall issue of 1963 but I prefer the Fall because

it will give us that much more time to bring out less outstanding authors who are humanistically oriented.

I wrote to Alan Watts and Wheelis. Both have copies of the second issue of the Journal, now. Watts liked the Curran article especially. He indicated that we could not get an article from him for the time being because he is very busy in writing further on the "organism/environment identity of man" which he wrote about at length in his book "Psychotherapy East and West". He expects to spend the next two years on this project. He wishes us well and wants us to keep in touch with him.

More very soon.

Tony

ATWATER 9-4376

KURT GOLDSTEIN, M. D.
1148 FIFTH AVENUE
APT. 6-D
NEW YORK 28, N. Y.

F.C.4.1962

Dear Dr. Sutich - Excuse, please, that I did not reply to your letter earlier. I accept with pleasure your friendly invitation to be a member of the Board of Editors of the American Assoc. of Humanistic Psychology -

With personal regards
Yours
Goldstein

copy

Feb. 4, 1962

Dear Dr. Sutich - Excuse, please, that I did not reply to your letter earlier. I accept with pleasure your friendly invitation to be a member of the Board of Editors of the American Assoc. of Humanistic Psychology.

With personal regards
Yours
Goldstein

2637 Marshall Drive
Palo Alto, California

February 13, 1962

Dear Abe,

Our deadline for the third issue (Spring 1962) is racing toward us. Or Vice Versa.

I am enclosing a tentative Table of Contents for that issue. The sequence is not necessarily final. A couple of titles are missing but this is explained parenthetically in each case.

In one sense I don't like this issues as well as the second one. In addition to your own name, there are only a couple of outstanding ones. On the other hand, it is refreshing to see that there are many lesser known individuals who are working along humanistic lines. As far as the future is concerned, this is perhaps the most encouraging develpment at this time.

I repeat, however, as I did in a recent letter to you that for the moment at least, there is a shortage of manuscripts from which to select the Table of Contents for the fourth issue, (Fall 1962). I am optimistic about the supply of papers both from a numerical and a quality point of view, but I don't like to run any unecessary risks.

Harriet and I are working hard on the first proof reading of the manuscripts and just as soon as we are through, assuming that Winthrop and Buhler come through in time, we will ship off the whole bunch to the printers in Holland.

Incidentally, I don't know whether you got reprints for the Anonymous piece that was included in the second issue.

I have directed the printer to be sure to send the reprints to you at your Brandeis address.

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

February 20, 1962

AIR MAIL

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I don't think we need worry about papers. I've made no special effort to look for them and still several have come in. Hereafter I will make a special effort. I think a letter from you inviting the paper whenever you run across a likely writer will be a help. If you want more of my stuff, you are welcome to more than you can use. The Western Behavioral Sciences Institute has mimeographed my notes on Being Psychology that I have written during the last eight months and have promised to send them around to all the people on my mailing list so you should get it soon. It's sort of a collection of pieces but if you want any of these pieces of course you are welcome to them. Let me know after they have arrived and you have had a chance to look it over. I have just talked with Gene Nameche about an empirical paper this morning and he is going to write it up soon. So far you have turned out two fine and unusual journals which on the whole do exactly what you had hoped. I am sure it will continue. Many people have not written the papers they wanted to because there was no place to publish. Now that they know there is a place to publish they will soon make the habit of writing them up.

You mentioned getting some capital from Alexander Kay. Do you perhaps mean the Andrew Kay who gave me the La Jolla fellowship? I think he is approachable. I spoke with him about the journal and he subscribed to it. I was going to give him a chance to look at a few numbers and then propose that he help financially. He very well might.

I would like to duck the issue editorship for Bühler. One person who might do it and should do it is her former

student, Edith Weisskopf-Joelson, Department of Psychology, Purdue University, Lafayette, Indiana. Another former student is Mrs. Heinz Ansbacher. I think it is a good idea to have such a number and I think it will get out the manuscripts because there are many people who studied with her long ago and are indebted to her. Still another possibility for issue editorship is Sidney Jourard. By the way, he is looking for a job if you hear of one.

Another person to write to for possible financial support is Mrs. Lucille Morrison, 1134 Rangel Road, Arcadia, California. She may be gone on her trip around the world now but your letter may catch her anyway. You can say I suggested it. I think she is also a subscriber to the journal but I am not sure. A copy of the same letter might also go to Dr. Paul Lloyd at the Western Behavioral Sciences Institute. I started to talk with him about this and it didn't seem very promising so I dropped it but there is no harm trying. This might also precipitate further discussion among the members of this Institute which I started when I proposed that they subsidize the journal in part. You might also therefore write to Richard Farson, the Chairman of the outfit. If I think of any others, I will let you know.

Cordially,

A. H. Maslow

AHM/vc

Dictated by Dr. Maslow but signed in his absence.

2637 Marshall Drive, Palo Alto, Calif.
March 20, 1962

Dear Abe,

Barly last week, after a series of painful and unavoidable delays, we finally got the third (Spring, 1962) issue of the Journal off to the printers in Holland.

I was in a real bind for awhile because I had run out of suitable manuscripts. Finally, there was no choice but to use a reasonably good filler. I am enclosing a copy of the Table of Contents for your inspection.

Curiously enough, within a week after we had settled on the contents, two manuscripts came down the pike either of which I could have used. They will appear in the fourth issue, of course. Maybe I'm too fussy. But maybe nothing is too good for the Journal as far as quality is concerned.

Our little Nell - Harriet - has been going through what she would describe as a ring-a-ding process. She used to be the Assistant to the Hospital Administrator in San Jose and did all kinds of Public Relations work. After two years of furnishing her boss with all kinds of ideas, for which he would give her generous credit, she decided to take on a full-time job of Public Relations work for the Santa Clara County Medical Society. She needs the extra money and she is already a WOW in the job. Unfortunately, this has been somewhat inconvenient for the Journal but only for a little while. She is once again in stride and we can be glad of this too.

We have had a hell of a time with Winthrop again. It's the same story: give him an inch, spell it out, and he takes ten miles. So we just lop off ten miles.

You may notice in the Table of Contents that we have decided to "denote" you, "put your light UNDER a bushel" and all that sort of thing. Who knows? You may even find yourself in third place in the sequence of papers in the next issue which will only show how fleeting is fame. It is our Public Relations Nell who pointed out to me that I would be doing you a disservice if I started each issue with a paper by Maslow.

I have invited papers from Board Members and others,

especially those you have mentioned, but with no results so far. Perhaps the same suggestion from you would carry more weight or it is possible that I am too impatient.

I have not yet received any of the mimeographed notes on Being Psychology from the Western Behavioral Sciences Institute. Many thanks for offering me selection rights and I shall let you know as soon as I see them. I would welcome more material from Gene Nameche. A reasonable surplus of papers would put us in the position of being able to cut down on publication delay and perhaps even put the Journal out on time schedule.

Thanks for the suggested issue editors for the Charlotte Buhler number. I shall write first to Edith Weisskopf-Joelson. probably tomorrow or Friday. I suppose the Anniversary issue should be the Spring 1963 rather than the Fall 1963 number - at least that is the one I have in mind unless you have strong objections.

Many thanks for the correction on the "Alexander" Kay boo-boo. I have written to Andrew Kay in the name of the Committee. And I have done same to Mrs. Lucille Morrison and to Richard Farson. This was about three weeks or so ago. There has been no reply.

I have opened a new account for the American Association for Humanistic Psychology in the Bursar's Office at Brandeis and have deposited $50.00 in it. This is a donation from Alexander Poniatoff of Ampex Corporation who contributed last year to the Journal. Also I am waiting for a possible contribution from Mrs. Sybil Terman (wife of the so-called Vice President of Stanford, Frederick Terman) who also contributed to the Journal a year ago. Although it means a delay of a couple of weeks more, Harriet assures me that the $50.00 we already have in the new AAHP account is enough to finance the mailing of a combination membership letter, Articles of Association, application blank and general information to two thousand persons in a very attractive form. The reason for this is that in her present job as head of Public Relations she has access to supplies and machines at minimum cost. This looks good for the AAHP as far as current economy requirements are concerned but it's confidential, of course.

This week-end should see all of the details completed for the big push on the membership drive. There is one item about finances, however, that will have to be taken up eventually, namely, the fact that in the agreement with the Board of Trustees of Brandeis University I am solely responsible for the financing of the Journal. My reaction to this is so far, so good. But as is explicitly stated in the Articles of Association of the AAHP, the Association is responsible to the Board of Editors ~~xxxxxxxxxx~~ and the Board of Editors to the Board of Trustees. Therefore, since I am financially responsible for the Journal it is at least implied that I am also financially responsible for the Association.

Now I don't mind this extension of personal financial responsibility to include the Association as long as I can possibly manage it in some way or other. But I would like to have some assurance from official quarters that if and when something should happen which would make it impossible for me to directly manage this load, that the University would step in and take over or that some other group would officially be responsible. I know that the AAHP is designed to administer, help and promote, if and when necessary in relation to the Journal but such design is only of our own, that is, the Board of Editors making rather than the Board of Trustees, who are explicitly on record as against helping out financially at any time in the future.

Abe, the main reason for the remarks just above on financing are that I have been having a terribly rough time financially for a number of months, aggravated by very much ~~xxx~~ unwanted additional expense connected with the unavoidable purchase of this house last December. Fortunately, our wealthy friend has been extremely generous in helping to keep our heads above water or smog in this area. But it is a real strain, nevertheless and the Journal and Association must not be interrupted for any reason whatsoever which is why I am writing you along these lines.

I haven't stopped working at the business of additional capital or financing of any description for both the Journal and the Association, of course. And I have no desire to take

up any question officially with the Board of Trustees at this time. I am just moaning and groaning and blasting and blowing about a difficult personal phase which, should disaster occur; might affect the Journal and Association if there had been no warning whatsoever.

Tony

AS/dl

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

30 March 1962

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

Harriet has a good feeling about these things and is quite right about not putting my paper first. This can be very embarrassing.

Mimeographed notes will arrive God knows when. Wait patiently as I am doing. I have suggested to Ira Progoff that he submit to you a very good lecture he gave here. I have also solicited from a few other people.

I spoke with Andrew Kay about the Journal when he called me up from California. He is interested and plans to help as soon as his factory shows a profit. I don't know how much he will help. In any case, he is helping me. He has offered me a fellowship again for this summer on very generous terms. I will try to get up to see you. Please keep it quiet about my coming West; I want to be a hermit and do my work. I should be able to help the Journal in a small way as soon as I get out from under my problem. I just bought a house, too.

I don't think we need worry about financial responsibility because the Association will take this off your shoulders as soon as it is formed. Meanwhile, hold out. Patience and fortitude. We'll talk about it this summer. Meanwhile, keep in mind again, whenever you feel weak or wobbly, that you have passed a veritable miracle by sheer gumption and courage and stubbornness. Pretty soon I am sure you will be able to lay this burden down and just bask in the glory. Then you can sit and think about how you have earned a place in the history books.

Affectionately,

A. H. Maslow
Professor of Psychology

AHM:dta

2637 Marshall Drive
Palo Alto, California
May 29, 1962

Dear Dorothy,

Your letter of resignation came as a complete surprise; I am very upset by it.

If you have no objections, I shall reply more fully in a week or two.

Meanwhile, my very best wishes and warm regards,

Tony

AJS/dl

copy undated, 1962

THE MERRILL-PALMER INSTITUTE
71 East Perry Avenue
Detroit 2 Michigan

Dear Tony

First of all, I wish to urge you not to resign as editor of Humanistic Psychology. The journal and association have grown to be what they are though your exertion and without you now the Journal could not continue to grow but would suffer a severe setback.

Dorothy also wrote to me that she had resigned and, like your own reaction, I was surprised and disturbed. I knew that she felt certain objections to the journal — two of which I wrote your about, the degrees and the footnotes. Her views are not opposed to mine on these two points. I wish Dorothy would be more open with you on the other

issues because I do not like to speak for her. I would rather that she explore these issues with your herself.

By all means, write to her as you plan; tell her how important she is to the journal and do not accept her resignation until you have had an opportunity to discuss the journal with her.

In the meantime, I'll write Dorothy and ask that she be more explicit in stating her reasons for wishing to withdraw. After all, the journal Dorothy invented in her own mind, is one we wish to include in the reality but without her help it cannot be done. If the journal is not as she would like it to be, then lets make it so, if we can.

She is extremely important to humanistic psychology — lets work toward helping her to help us improve the journal.

And please no more thought about resigning. One disaster is more than enough.

ss/ Clark

(Undated 1962)

THE MERRILL-PALMER INSTITUTE
71 EAST FERRY AVENUE
DETROIT 2, MICHIGAN

Dear Tony.

First of all, I wish to urge you not to resign as editor of Humanistic Psychology. The journal and association have grown to be what they are through your assertion and without you now the Journal could not continue to grow but would suffer a severe setback.

Dorothy also wrote to me that she had resigned and like your own reaction, I was surprised and disturbed. She knew that she felt certain objections to the journal — two of which I wrote you about, the degrees and the footnotes. Her views are not opposed to mine on these two points. I wish Dorothy would be more open with you on the other issues because I do not like to speak for her. I would rather that she expressed these issues with you herself.

By all means write to her as you plan. Tell her how important she is to the journal and do not accept her resignation until you have had an opportunity to discuss the journal with her.

In the meantime, I'll write Dorothy and ask that she be more explicit in stating her reasons for wishing to withdraw. After all, the Journal Dorothy invented in her own mind, is one we seek to emulate in the reality, but without her help a Journal is done. If the journal is not as she would like it to be, then let's make it so, if we can.

She is extremely important to humanistic psychology — let's work toward helping her to help the improve the journal.

And please no more thoughts about resigning, one decade is more than enough.

C. Clark

2637 Marshall Drive
Palo Alto, Calif.
June 27, 1962

Dear Abe,

Welcome back to California! It is great to know that you are pretty sure of coming North late this summer.

I have been waiting eagerly for your letter. The resignation business concerning Dorothy Lee has had me bugged a bit, or more than bugged, I should say. I wrote to Clark but in such a way that he could react without disturbing his friendship with Dorothy. Also, I have written briefly to Dorothy asking her to wait a bit longer until I find out more about what's going on. In this letter I also told her that I was rather unhappy about her not feeling free to write me her explicit reasons for resigning.

I am concerned about losing anyone of our Board Members. But you are right: I should not stew so much about problems of this description. As it is, there is so much that needs doing and that I want to do and so little time in which to do these million and one things that I should take the Dorothy problem and the like in stride.

Thanks for your comment on the use of academic degrees. ~~EXE~~ Clark and I seem to have a good understanding now.

I deeply appreciate your taking the time out to write to Dorothy.

Under separate cover I am sending you a bunch of copies of the Association announcement and copies of our latest Journal information sheet.

But there is so much space needed for the thousands of Association and Journal material as well as files, that I have converted one of the extra rooms here into a second office for that purpose. And this isn't all. Our Business Manager, Dorothy Lamb, has to wade through piles of the same stuff in her own home.

The $1,000.00 grant we got from Paul Lloyd of the Western Behavioral Sciences Institute, out of his personal funds, has made a tremendous difference here. It has made it possible for us to go into high gear on the membership drive and it has also given us a lot of leeway in doing some coincidental promotion work for the Journal.

In view of the fact that the membership drive will take another month at least, before we run out of our present working capital, I am not at all sure about a general meeting sometime late this summer. Therefore, I wonder what you think about a newsletter or progress report, perhaps some time in early August, that will bring members up to date at that time?

We are waiting impatiently for the arrival of the Spring 1962 issue from Holland. For some reason the printing is taking longer than it did for the second issue. The only solution to this time lag seems to be to start the ball rolling sooner. We could not do this for the third issue because of a shortage of manuscripts which delayed matters for about a month. But we most certainly expect to be on time with the fourth, Fall, 1962, issue, the chief reason being that we already have practically the entire contents for it and are busy proofreading the first half this week and next. Harriet and I will let you know in a week or so about how big a bite we can take out of your "Notes".

With warm regards,

Tony

2356 Torrey Pines Road
Apt. 17
La Jolla, California

July 6, 1962

Mr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

The journal information sheets received. Thanks.

Yes, I don't see how you can have a general meeting late this summer. A Newsletter or Progress Report would be a very good idea if you could manage it in addition to all your other obligations there. Or perhaps you could get somebody else to volunteer to be a newsletter editor. Can you think of anyone? About the general meeting, most psychological groups are apt to meet at the same time as the American Psychological Association or the various regional associations. Did you have anything else in mind?

It now looks as if I will be going up to Santa Rosa, north of San Francisco for the Existential Psychology meetings sometime between August 12th and 17th. My guess is that I'll visit Palo Alto either just before the 12th or after the 17th. Anyway, sometime in that period, and now it looks as if I probably won't have time to make more than that one visit North. I'm having an extremely busy and interesting and rich time here learning all about eupsychian management policies and the relationship to the good society, to psychological health and God knows what else as well. Since I came in absolutely naive and virgin, that is I had never read anything about business or management or administration in my life before, you can imagine that it's been a very busy time gobbling up everything, learning as much as I could and reading and reading and reading. I'll tell you about it when I see you.

Cordially,

A. H. Maslow

P.S. I told Wolff that you were the boss and I wouldn't interfere. But I would suggest that you solicit this next paper he speaks of for the Journal.

copy

notes on July 13, 1962
letter from Dorothy [Lee]

your letter was forwarded four times before it reached me. I just got it; it crossed the continent three times.

As I reread this, I can see that I've gritted my teeth & girded my loins, and I sound hard and cold. I'm worried, because I know that every word must hurt; yet, when I don't say it, that must hurt too. I wish we could have talked about it.

copy

postcard dated 8/20/1962

Dear Tony:

I want to congratulate you on the Spring number of Humanistic Psychology. There are in it some of the kind of papers which give purpose to this special journal —

ss/ Dorothy

Your letter was forwarded from Truro before it reached me. I just got it & answered it & sent it there. →

Yelping Hill, West Cornwall, Conn.
July 13, 1962

Dear Tony:

Isee that I hurt you with my letter. I decided that there simply was nothing to discuss, because, since we couldn't have come together to discuss --all of us-- editorial policy, to find out what each of us had in mind, policyjust had to be set by the person who did the work, who undertook to support the journal, to be the target of attack and criticism; in fact by you. This has tobe your journal; and if I disagree with its policy, it is up to me to withdraw myself, rather than attempt to change it to fit my own likes and interests. I realized also that I had not acted responsibly from the beginning; I had not tried to find out exactly why we were starting this journal. Blindly and egocentrically, I assumed that youraims were the same as mine.

The first issue showed me that our main purpose seemed to be to encourage people-- no, encourage is not the word; to publish works which no one else would publish; this I believe in, so long as the papers are strong, honest, good, so long as they are published because someone has something unique that must be heard. But I felt we did not do quite this. When mychildren were growing, they used to put on plays with their friends and I and my gfriends would love to be their audience, because we loved our children. But I would not have hired a theater to have them put on a show; I would have harmed my children if I did this, for one thing. I feel we are doing something of the sort, subsidizing the publication of papers that are not ready to be published, that should at most be duplicatedand circulated among loving colleagues who are ready to help the writergrow. If this is our policy, and the printing is for providing wider circulation and a wider circle of critics, we should be sure that this is the honest purpose of the writer, and that we state this clearly for the reader. I cannot be sure that, rather, the writer didn't simply want to see his name in print.

The second point where I radically differ from you is in the "identification" provided for the writer. I had thought that we started the journal just because we wanted an organ for the publication of papers which presented, rather than talked about. In the article I reveal myself, and that is theonly true knowledge of me you can have. My reader should notneed to know about me, so as to evaluate my work; he should not need to know that I am a student or a Ph.D. or a professor. (In my own case, there is the added insult that I was called Curator of Peabody Museum, about the vilest epithet that could be applied to me) This isto me a point of such gaping difference, that it couldn't possibly be bridged.

My thirdp point is really part of the first. I feel that too much is appearing in print (in this, I differm with most of my friends)I feel that one of the reasons for this is that things are published for extraneous reasons --likefeeding the voracious presses of the publishing houses. In our case, perhaps, we accepted or published papers so as to have enough pages in our number; my own feeling about this would be that we should waituntil we have a number that just has to appear. Perhaps we accepted them because our firends wrote them or sent them in, rather than because of the worth of the papers themselves. In this case, we should see that our relations with our friends are authentic. To my mind the only justification for a new journal at this time is that we need onewhich is based on and presents utter, unadulterated authenticity. You, who have been dealing with, and bearing the brunt of the "realities" will tell me perhpas that such a thing is impossible. And perhaps I have resigned just because I realize that it is in fact impossbile. Yours, Dorothy

As I read this, I can see that Tony's gruff way of stating my views, and / or my mind and cold [illegible] because [illegible] very much hurt. I'll write him & tell him what I have stated above.

8/20 — 1962

Dear Tony; —

I want to congratulate you on the Spring number of Dynamic Psychology. There are in it some of the kind of papers which fit our purpose as this special journal —

Dorothy

2637 Marshall Drive
Palo Alto, Calif.

August 22, 1962

Dear Abe,

I have heard about the Existentialist meetings from a several sources, one from a couple of clients and another from a Mrs. Rosenquist. I was very surprised when I learned that there was to be a general open meeting on Tuesday evening. I could have attended without much difficulty had I known in time. One of the clients I referred to told me that the publicity on the general meeting was pretty badly botched up.

I saw Mrs. Rosenquist briefly over the week-end. She is very eager about helping out and seems to be a really capable gal. She enjoyed her visit with you and Bertha.

Monday evening and this morning I got together with Everett Shostrom. He was in this area on vacation and phoned ahead from Los Angeles about a conference. We hit it off very well. I already had several papers and other material which he had sent me and he brought along his SITO questionnaire. It looks as if a couple of things will come out of this for the Journal. He was very grateful for the opportunity to go over a lot of organizational material that I have kicking around here in the files and in my head. I suppose that by this time you are used to hearing that some new person is tremendously impressed by you. Nevertheless, he has joined the throng and I think you should know.

I have had a second thought about the Buhler Anniversary issue. I want your reaction before I make another move. I have not yet written Jourard. My reasoning for holding things up is as follows: Manuscripts have begun to come in at an increasing rate. We not only have enough for the fourth issue (Fall '62) but a good half of the Spring '63 issue has already come in.

To say NOTHING OF THOSE THAT WILL COME IN DURING THE SECOND HALF OF '63.

We are beginning to be discovered by more and more people! And this should accelerate as our subscription list goes up. As a result of this a new problem emerges, namely, that since we are semi-annual an issue completely devoted to papers by Charlotte Buhler students and any paper or papers she may especially want to include, herself, means that quite a number of new manuscripts may have to wait a whole year for publication. Now it happens that I don't know enough about anniversary issues to be able to be a good judge of a situation like this one. I just assume that there will be a lot of papers in my possession waiting for publication in our Journal after the Spring 1963 issue is out and I hate to think that they will have to wait until the Spring 1964 issue before they are published. Would a compromise be possible? Could we dedicate the Fall 1963 issue to Charlotte Buhler and ask her to select five papers by former students or herself thus leaving Journal space for five or six papers that I want to include from our growing pile. Or perhaps we could print an over-size issue of the Journal which would carry the usual ten or eleven selections plus five or more for Buhler incorporated in, or as a supplement to, the Journal issue? What do you think about this idea? I know that I want to have as broad and as current a representation of Humanistic Psychology as I possibly can.

I have tried to put together a Newsletter in the middle of a dozen other things and have come to the conclusion that a Progress Report is a much better alternative, for the time being. One of the reasons is that a Progress Report is much cheaper and we have very little money left in the Association because of the Membership Drive. Another reason is that Harriet is ill and it will be another week or two before we can get into the final phases of proof-reading the papers that will go into the Fall '62 issue. I'll send you a copy for your reaction before we put the final touches on it.

I have not written an acceptance of Dorothy Lee's resignation. I had planned to wait awhile and then send her a friendly

461

note in which I would say that after consulting with a number of our Board Members, all of whom were against her resigning, that I would accept her resignation if she insisted on it but that she would finally have to say so. This morning I got a card from her which reads in full as follows: " Dear Tony: I want to congratulate you on the Spring number of Humanistic Psychology. There are in it some of the kind of papers which give purpose to this special Journal - Dorothy " Amusing turn, isn't it? My first impulse is to write her something like the following: "Dear Dorothy, Many thanks for your compliment on the Spring '62 issue of the Journal. It reinforces what I have never stopped believing, namely, that you belong with us! May I conclude from your most welcome card that you are resigned to not resigning as a member of our Board of Editors? Tony. "

Do you think there is anything to my notion that there can and should be a Humanistic Psychiatry? As far as labels and area of activity are concerned this would more or less parallel Existentialist Psychology and Existentialist Psychiatry. Ye Gods!! this might even mean another Journal! And another section of the American Association for Humanistic Psychology, if not another Association!

Affectionately,

Tony

copy

8/24/1962

File

Dear Tony:

When I wrote to say that I was resigning, it never occurred to me that it would cause you worry -- there were so many of us, anyway. Now I have been thinking about it. Let things ride; and I'll come up and see you when I return to California in December. I do feel that the difficulty that bothers me comes from the fact that none of us, well no more than two of us at a time -- met together to discuss what we wanted.

Yours,

Dorothy

Dorothy Lee
Yelping Hill
West Cornwall, Conn.

7/24/62

File

Dear Tony:

When I wrote to say that I was resigning, it never occurred to me that ~~you~~ it would cause you worry — there were so many of us, anyway. Now I have been thinking about it. Let things ride; and I'll come up and see you when I return to California in December. I do feel that the difficulty that bothers me comes from the fact that none of us — well no more than two of us at a time — met together to discuss what we wanted.

Yours
Dorothy

Dorothy Lee
Yelping Hill
West Cornwall, Conn.

August 29, 1962

Mr. Anthony Sutich
2637 Marshall
Palo Alto, California

Dear Tony,

I have had some experience with anniversary issues. They work out perfectly well in various ways. One that you suggest might be best for the Journal and that is to have three, four, or five papers specifically directed toward Buhler, that is about her, or maybe by her and her students, etc. Then the rest of the Journal can be filled out with your ordinary manuscripts. We can talk about the other things when you visit here.

Perhaps I can save more time than I thought originally over the phone. Anyway, I will try.

There are a few other people I would suggest that you try to meet: one is Henry Geiger in Los Angeles, the other are the Murphy Brothers in Big Sur, Mineral Springs. That is a motel on the California Number 1 highway, just south of Big Sur. They are planning a conference center there devoted among other topics to just the things you are interested in. By the way, I suggested you as a teacher to them. Then when you come here I will try to get Andy Kay in on our conversations. I would like you to know him.

I look forward to your visit.

Cordially,

Abe

LLOYD L. MORAIN
PERSONAL BUSINESS ADVISOR

c/o ARTHUR S. DEWING
103 MT. AUBURN ST.
CAMBRIDGE 38, MASS.
UNIVERSITY 4-7199

ILLINOIS GAS CO.
LAWRENCEVILLE, ILL.
LAWRENCEVILLE 888

100 MONTGOMERY ST.
SAN FRANCISCO 4, CALIF.
YU 6-4885

San Francisco
Sept. 19, 1962

Dr. Anthony J. Sutich, Editor
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

Dear Dr. Sutich:

Saturday, November 17, the Northern California Humanist Council is again holding a one-day conference at the Downtown Center of San Francisco State College. A copy of last year's program is enclosed.

More people in the Bay Area need to learn of your Journal and what is meant by humanistic psychology. Your Articles of Association, as given in the spring issue, are in rapport with much of the thinking in the local group.

A number of those connected with your Journal are members of the American Humanist Association and/or have written for The Humanist. Among those who come to mind are Maslow, Cantril, Rogers, Fromm and Hayakawa. The latter, by the way, will be participating in the November 17 conference.

Several possibilities for this day come to mind: (A) A half hour talk explaining humanistic psychology and the Journal; (B) a 15-minute talk with a question period; (C) a panel discussion. If you now find it too difficult to go out and address a group is there someone who you might recommend as a substitute?

I would appreciate your giving the matter some thought and hearing from you by next week.

Hopefully,

Lloyd Morain

Lloyd L. Morain

LLM:ak

LLOYD L. MORAIN
PERSONAL BUSINESS ADVISOR

c/o ARTHUR S. DEWING
103 MT. AUBURN ST.
CAMBRIDGE 38, MASS.
UNIVERSITY 4-7199

100 MONTGOMERY ST.
SAN FRANCISCO 4, CALIF.
YUKON 6-4885

San Francisco
October 9, 1962

Anthony J. Sutich
2637 Marshall Drive
Palo Alto, Calif.

Richard Kilby
Department of Psychology
San Jose State College
San Jose, Calif.

Dear Mr. Sutich and Dr. Kilby:

It is gratifying to know that you will be with us Saturday, November 17 at the Downtown Center of San Francisco State College, 540 Powell Street (between Sutter and Bush Streets).

On the enclosed sheet you will please find a writeup which I would appreciate your going over very, very carefully and making any changes you deem necessary or desirable. Please send me your corrections or changes so that I will have them in hand on Monday at the latest. The program probably will go to press on Tuesday.

Again, many thanks.

Sincerely,

Lloyd Morain

Lloyd L. Morain

LLM:ak

October 9, 1962

Dr. Abraham H. Maslow
Psychology Department
Brandeis University
Waltham 54, Mass.

Dear Abe:

It is about a month since I talked with you at LaJolla about general developments. This is much too long a period of time without direct communications of some kind. Too many unexpected things have complicated the situation here for several weeks. I won't go into the details; it is enough to say that we are on the track again.

By this time, you may have received a letter from me concerning Dr. Blazer's paper. I hope you can manage an early reply.

After the damndest series of delays, mostly illness, the Fall Issue left for the printers this morning. It looks as if it is going to be an outsize number - fat and juicy.

I have been getting manuscripts every week or two, and I have almost enough for the Spring, 1963 issue. What are you, yourself, going to let me have for the Spring issue?

One other thing about the Spring issue, and that is the Buhler business. Like everything else here for the past three weeks, a letter to Buhler proposing the alternative we discussed at La Jolla has not yet been sent to her. I hope to remedy this before the end of the year. The main problem here is the question of which of our two issues do we dedicate to her. I would like, if at all possible, to make it the Spring issue. That seems to be more appropriate than the Fall issue which may not be out before most of the year has gone the way of all years. This will mean a rather short period of time in which to collect the various papers from her and her former students, assuming that she accepts the proposed alternative. Incidentally, it might be a good

idea to include the regular number of papers, together with the five or six in the Buhler group, thereby having a larger issue than we would ordinarily. I am thinking about this because of a problem I expect to emerge fairly soon; namely, what to do with the growing number of manuscripts coming in. Either we shall have to consider going Quarterly, or consider a heftier size for EACH semi-annual.

There isn't much progress to report on the Progress Report, for the same reason that I have already referred to above. However, now that my work situation has returned to what is normal this year, I plan to put it together within a week or ten days. (1) Our Association membership as of the first of October, totals 226. (2) The Bursar's Office is sending us a financial statement covering the Association's financing from the first of the year to October 1. (3) Dr. Richard Kilby of San Jose State, who is now back from a summer in Japan where he was doing a comparative values study, has accepted the Pro-Tem office of Vice-President. (4) I plan to ask Bugental, who has an article coming up in the Fall issue, to be President or Secretary, Pro-Tem. I have also thought of selecting Shostrom for the Presidency. Do you have any preference? I had even thought of asking Paul Lloyd or Andy Kay, but have held off because I didn't want to complicate your own relationships at the NBSI. (During my talk with Lloyd, he said it was regrettable that Behavioural Sciences was included in the Institute's title. He added that most of them were closer to us than to the behaviouristic position, but that it was too much of a project to change the title of the Institute.) Lloyd was most generous in sending us the $1,000 personal check for the Association when we applied to the Institute for a grant and were told that all of their funds had already been allocated for this year. I thought it would be rather insensitive to ask Lloyd to accept the job of Treasurer of the AAHP.

This is becoming a runaway letter. I'll write again later this week, because I have to catch up.

Affectionately,

Tony

AJS/ms

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

October 17, 1962

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

Just got your progress report. I feel even more strongly about Dr. Blazer's paper since I've written my previous letter.

Either Bugental or Shostrom would be find for the presidency. They are very decent people. Also, I don't remember whether I mentioned to you the very nice people I met up at Sonoma State College. Perhaps you should try to involve them in the Association as well. The names are Hobart Thomas and Gordon Tappan.

It would certainly be very nice to have a Quarterly. I wonder how it could be financed.

Cordially,

A. H. Maslow
Professor of Psychology

AHM:vc

copy

June 12, 1959

Dear Abe,

Thanks for your itinerary. Things are much clearer now, and it will be easy to take care of private time with you as well as other arrangements.

Wish I could be at your meeting with Clinical Psychologists and Group Therapists on Values in Santa Barbara. But Santa Barbara would represent too much in the way of arrangements for me.

I shall look forward to spending Wednesday, June 24 with you. Do try to make it definite if at all possible (I have a heavy case load and Wednesday is a very good day for talking with you). But if you can't make it for Wednesday I'll see you late Thursday afternoon or early evening at the Sarton plus others party in San Francisco, after which we will drive back to Palo Alto with you and you can sleep either at our studio here or at Stanford campus - just as you choose, so that you can make your 8:30 AM lecture to Arnold's class the next morning. If you can't make it here for Wednesday with me, then perhaps we can have a private talk Friday afternoon before you go to dinner with Arnold and Mooney, or Saturday afternoon before you go to Shrodes party.

I shall call Alan Watts to see if he can make it for Thursday evening party in San Francisco. I shall also call Shrodes to find out whether there is any objection to your meeting Watts at the Shrodes party Saturday evening, if Watts can't make it Thursday evening (Watts lives in Mill Valley, probably only a short distance from Shrodes address in APA directory or it is only a short jaunt from Mill Valley to San Francisco if that is where the Shrodes party will be held).

In any case, even if it has to be sandwiched in someplace, I want a couple of hours privately with you. I know you have commitments and others eager to talk with you, but I must have some time with you, nevertheless.

Please telephone me long distance if and whenever you wish or find it convenient. Call me collect - the Sarton party will include a client of mine who is fairly well heeled and has offered to pay any telephone tolls connected with your stay here. This offer doesn't make any difference as far as I am concerned except that I want you to feel that you can call anytime from anywhere. This party was so intent on finding out whether you could be at the Thursday evening party that I was asked to try to get in touch with you by phone in Cuernavaca. I tried for two days without success - no one answered.

Tony

P.S. Will your wife and/or family be with you?

October 18, 1962

Dr. Abraham H. Maslow
Psychology Department
Brandeis University
Waltham 54, Mass.

Dear Abe;

Many thanks for your October 12 letter on the Blazer situation. As usual, I got the kind of comprehensive response that I tend to take for granted sometimes. Not even Solomon could have done better.

I talked with Blazer by phone last night. It was a very amicable discussion. He is a very bright and understanding guy as you may have noticed in his letter to me, in response to the rejection of his paper. He will be sending us copies of the paper for editorial work, and is very favorable toward any preface we may want to put in front of it.

I have not talked with Miles Vich, but will probably see him in another week. I am very sure that he will approve of the acceptance of the paper, because you have cast it in such a comprehensive perspective. In fact, you did such a fine job that one might wonder what you're doing outside public relations!

Thanks for the O.K. on either Bugental or Shostrom for the presidency. I have not been able to get around to meeting Robert Thomas and Gordon Tappan. Mrs. Norma Rosenquist, who met you at the Sonoma conference, and has since been doing a lot of volunteer work for us, knows them, and we have already talked about a get-acquainted invitation. It is also possible that I have another approach to him in connection with mutual friends in Berkeley.

The business of having a Quarterly intrigues me, but at the moment I am more concerned with financing our semi-annual Journal issues. For instance, at the present time, we must have more than a hundred subscribers who want copies of Volume I, No. 1, and Volume I, No. 2, but can't fill these orders because we don't have the capital necessary for re-runs. This means approximately $1100 in capital. The back-orders will pay for themselves over a period of time, but we still don't have enough capital to square for a "pay within 30 days" arrangment with the printers. I tried to get some capital from two Foundations, but was turned down. My next move will be to find some willing soul who also has money to loan, but this a'int easy.

In the meantime, the best I can do about a Quarterly is to have fatter and juicier semi-annual issues.

The first complete draft of the Progress Report should be ready tomorrow. I am having several copies made, and I shall air-mail one to you. The final version should be ready by the end of next week, and unless someone shoots me first, it's going to be in Technicolor. This was not my idea originally, but the gal who thought it up brought along several color charts, and convinced me I would not be mistaken for one of the Madison Avenue boys if I went ahead with color.

The possibilities of getting quotations on bigger quantities of reprints are good. The printer has a formula of some description which makes it possible for the author to figure out himself what additional reprints would cost and also be able to choose between a plain or deluxe version.

About the deadline for your PSYCHOLOGY OF BEING NOTES: When you offered me the choice of any or all sections in your NOTES, I understood you to mean that they were O.K., as is, for publication in the next Journal issue. This issue (Fall, 1962) went to the printers nearly two weeks ago. We usually get three copies of the galleys, and as soon as they arrive, I can airmail you the NOTES as they are at that stage. There is one important consideration, however, and that is that major changes would complicate the printer's job to such an extent that we might have a rather lengthy delay in publication time. If we had a bigger staff and more money, we could let every author inspect and revise, if necessary, before sending the galleys back to the printer for publication. In other words, our policy has been, and is, to bypass the return of the author's manuscript in galley form. Nevertheless, we will be more than glad to make an exception in your case, my dear Solver of Dilemmas, Conflicting Opinions, etc.!

Affectionately,

Tony

AJS/ms

October 29, 1962

Dr. Abraham H. Maslow
Psychology Department
Brandeis University
Waltham 54, Mass.

Dear Abe:

I am glad you wrote me about your "Notes on Being-Psychology".

At first, let me say that far too much of the WBSI Reports material is done in a rather careless manner. They could use a good proofreader.

I am not surprised that you are concerned about your Notes, therefore. When I talked with you at La Jolla, you spoke of the great pressure you were under that and that you couldn't take out very much time for polishing purposes. I agree with this, provided you don't go too far and put out rather sloppily done material for public consumption. If you can't or don't want to find the time for polishing some particular paper or manuscript, for good reasons, then I do hope you will protect or "explain" yourself to the reader in a footnote or introductory statement. In line with the spirit of this, your Notes have had a thorough going proofreading. Harriet has wanted you to see them as they are in the galleys, which we are to receive around the tenth of November from Holland. We usually get at least three complete copies, and it is no problem to tear out the section that has your paper from one of them. We shall airmail both the galley and return your WBSI copy at the same time, so that you can see what has been done. In addition, I called Harriet and she came up yesterday for a conference about a number of things, including your letter. She says that the corrections that you made throughout the WBSI copy you sent us with your letter are all O.K. and should not involve any difficulty, with one possible exception. For instance, there is no problem about the change of title, none about the footnote. The one possible trouble maker is the six lines you have changed or lengthened or both, page three of the section (newly) titled "The B-Values as Descriptions of the World Perceived in Peak Experiences". Harriet says

that one-line changes are no problem at all for the printer, but that six or seven on the same page may be quite difficult and expensive. However, the changes to be made are on Page three, and the following page has a lot of blank space on it. This may make all the room necessary for the changes without disturbing the placement of material in the galleys, if they are so arranged as to have that space available. If not, then she will propose some alternative which will make it possible for you to have the content undisturbed, perhaps with some slight reorganization at that point. I know that if necessary, she will do everything possible to protect your content.

Please don't worry about this problem. You will have the material with enough time for you and for us to get in under our return deadline.

I forgot to say up above that I am sure your aesthetic sense just wouldn't let you give final approval to the Notes as they were presented in the WBSI report.

I have written to Charlotte Buhler about the Anniversay issue. I proposed a slight modification of the approach we worked out at La Jolla. In addition to making room for her and four or five of her former students in the Spring issue, thus having a total of 15 or 16 units in the issue, rather than the usual 11 (counting the Book Section as one), I suggested also offer her room for three or four or maybe even five more papers in the Fall issue. The Fall issue would thus be just about as fat as the Spring issue. In effect, Charlotte Buhler would have the whole volume for 1963 dedicated to her. My reason for thinking along these lines is that I was much impressed by your evaluation of her during our La Jolla talk. You may recall that you said, among other things, "It's too bad that American Psychologists have neglected Charlotte Buhler. She is an extraordinary person. She is really the founder of Child Psychology. Almost single-handed. She is Child Psychology!". I may just as well ask you now as to whether you would object to my using the preceeding remarks in a preface to the Anniversary issue. (I would not label the Fall, 1963, issue as another Charlotte Buhler issue, nor would I officially refer to the two 1963 issues as the Buhler Volume. Nevertheless, the distribution of Buhler papers, including ex-students and others, of course, over two Journals would take care of the quantitative side.)

Incidentally, would you like to do a piece on Buhler, or what? The "what" refers to the fact that I hope to begin the business of selecting material for the Spring issue sometime next week, and you must make a decision as to what we are to get from you for that issue.

The Executive Board is now complete. I'll send you some stuff about this soon. For the moment, I shall only say that Bugental is Pro-Tem President and Kilby, Vice-President.

I hope you have had an opportunity to take at least a quick look at the Progress Report. If you haven't, please do so and return at your earliest inconvenience.

Clark Moustakas has seen it and likes it. Ditto for Harriet and the rest of the staff. Kilby saw it a week or so ago and gave his O.K. The Progress Report needs a bit more polishing, but I can take care of that in half an hour. And it will have some color in it! Harriet said yes!

I don't think I wrote you that Lloyd Morain, of the Northern California Branch of the Humanist Society, asked Dick Kilby and me to talk at their annual conference next month, and that we have agreed. It will be an opportunity to tell the group about the Journal and how it started. I could have turned down the invitation, except for one thing that I've seen coming for quite a while, namely, what you have referred to as a "public" role. The developments of the past several years have pointed unmistakably to my getting away from a certain degree of isolation that was self-imposed. You probably won't remember it, but when I first got together with you shortly before your leave of absence was up 12 years ago, you were very much in agreement with the kind of isolation that I was involved in locally, in relation to our psychological brethren. I had made some remark about being a maverick and really not caring much about associating with the Stanford Department people, even though I had a cordial relationship with one or two of them. Your quick, direct comment was "You're damn lucky you don't associate with them! When I come down for a Seminar, I'm usually asked to stay overnight, but I can't stand the thought. I just have to rush back to Berkeley. Of course, they are all nice people, but that's all!" Aren't you glad I remember what you said more than 12 years ago? You'll have to watch your words around me, my good man.

I have had quite a number of invitations over a period of years, but only once did I accept, and that was long before I got into the Journal phase. It strikes me nowadays that I have something that I am very much involved in and that I very much want to share with others. And there are more and more others every day. So . . .

Enough for today from

Tony

Somehow the above letter got delayed. In the meantime, I have received your OK on the Progress Report. The only problem now is Dorothy Lee, whom I also wired for a quick reply. In two cards she says, essentially, wait until I see Clark, first, then Abe, following which we'll talk about the Progress Report when I visit you in December. I am not exaggerating. So I have decided to go ahead anyway and she can sue me for using her name!

Tony

I hope you have had an opportunity to take at least a quick look at the Progress Report. If you haven't, please do so an return at your earliest inconvenience.

Clark Moustakas has seen it and likes it. Ditto for Harriet and the rest of the staff. Kilby saw it a week or so ago and gave his O.K. The Progress Report needs a bit more polishing, but I can take care of that in half an hour. And it will have some color in it! Harriet said yes!

I don't think I wrote you that Lloyd Morain, of the Northern California Branch of the Humanist Society, asked Dick Kilby and me to talk at their annual conference next month, and that we have agreed. It will be an opportunity to tell the group about the Journal and how it started. I could have turned down the invitation, except for one thing that I've seen coming for quite a while, namely, what you have referred to as a "public" role. The developments of the past several years have pointed unmistakably to my getting away from a certain degree of isolation that was self-imposed. You probably won't remember it, but when I first got together with you shortly before your leave of absence was up 12 years ago, you were very much in agreement with the kind of isolation that I was involved in locally, in relation to our psychological brethren. I had made some remark about being a maverick and really not caring much about association with the Stanford Department people, even though I had a cordial relationship with one or two of them. Your quick, direct comment was "You're damn lucky you don't associate with them! When I come down for a Seminar, I'm usually asked to stay overnight, but I can't stand the thought. I just have to rush back to Berkeley. Of course, they are all nice people, but that's all!" Aren't you glad I remember what you said more than 12 years ago? You'll have to watch your words around me my good man.

I have had quite a number of invitations over a period of years, but only once did I accept, and that was long before I got into the Journal phase. It strikes me nowadays that I have something that I am very much involved in and that I very much want to share with others. And there are more and more others every day. So ...

Enough for today from

Tony

Some how the above letter got delayed. In the meantime, I have received your OK on the Progress Report. The only problem now is Dorothy Lee, whom I also wired for a quick reply. In two cards she says, essentially, wait until I see Clark, first, then Abe, following which we'll talk about the Progress Report when I visit you in December. I am not exaggerating. So I have decided to go ahead anyway and she can sue me for using her name!

Tony

AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

PROGRESS REPORT

NOVEMBER 1, 1962

-oOo-
o

AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

2637 Marshall Drive Palo Alto, California

PROGRESS REPORT

Submitted by

COMMITTEE ON ORGANIZATION

Joe K. Adams
Dorothy Lee
Abraham H. Maslow
Clark Moustakas
Anthony J. Sutich

* * *

TABLE OF CONTENTS

Section	
1	Introduction
2	Membership Drive
3	Financial Statement
4	Proposed Organizational Structure a) Explanatory Note b) Board of Directors c) Pro-Tem Officers
5	Suggested Interim Activities
6	Articles of Association and By-Laws
7	Preliminary Directory (as of Oct. 1, 1962) a) Membership Additions to Nov. 1, 1962

INTRODUCTION

Dear Member:

It had been hoped by all concerned that a general meeting of the AAHP could be held sometime toward the end of the Summer, or early Fall, 1962. Unfortunately, circumstances beyond our control made this impossible. It became clear that a substitute was necessary, and the best alternative to the general meeting seemed to be a Progress Report.

This Progress Report may be considered as a substantial step in the preparation of material for the general membership meeting, which, in all probability, will be held next year.

According to our present expectations, our next communication will be concerned mainly with the announcement of the time, place and relevant arrangements for the first general meeting.

We respectfully submit this report for your consideration, and wish to thank all of you for your patience and understanding during this unexpectedly long period of organizational work.

Sincerely yours,

COMMITTEE ON ORGANIZATION

Anthony J. Sutich, Secretary

MEMBERSHIP DRIVE

Early this Spring we launched a membership drive. This campaign has proved to be far more successful than any of us had anticipated. And, what is more, the membership drive has not yet been completed.

It is our privilege to announce that as of November 1, 1962, two hundred and forty-three persons have joined the AAHP. A list of members, including addresses, can be found elsewhere in this report.

We have been most fortunate in financing the membership drive. Membership fees, of course, could not be expected to furnish enough money for a comprehensive campaign. Therefore, we express our deep appreciation to those individuals who have contributed financially to the membership drive, and have thus assured us a rapid increase in membership. The work of the AAHP can begin much sooner as a result.

(The AAHP is a Federally tax-exempt organization. Contributions, donations, grants, etc., are tax-deductible.)

FINANCIAL STATEMENT*

Statement covering period Jan. 1 - July 1, 1962 from Bursar's Office, Brandeis University, Waltham 54, Massachusetts:

Receipts	$ 1,349.00
Expenditures	873.88
Balance 7/1/62	$ 475.12

Unofficial statement covering period July 1 - Oct. 1, 1962:

(Bursar's statement for this period requested, but not received, as of October 15, 1962).

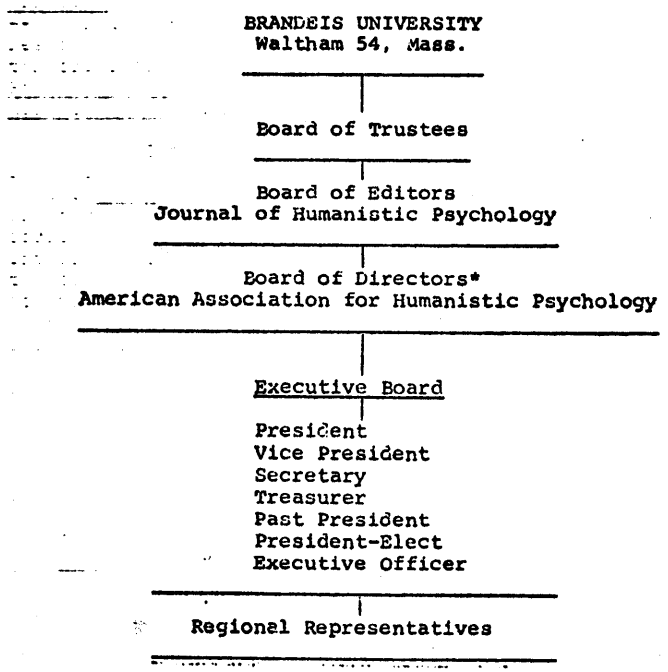
Balance 7/1/62	$ 475.12
Expenditures	254.76
Balance 7/24/62.	$ 220.36
Deposits	120.00
Balance as of 10/1/62. .	$ 340.36

---

*An itemized financial statement will be submitted to the membership of the AAHP at its first general meeting.

PROPOSED ORGANIZATIONAL STRUCTURE

AAHP



*See Explanatory Note on following page; also, Articles of Association.

EXPLANATORY NOTE

The Board of Editors of the Journal of Humanistic Psychology will serve as the Board of Directors of the AAHP, to whom the Pro-Tem Officers --and later the Elected Officers--will be directly responsible. This arrangement is in accordance with the original and subsequent agreements made with the Board of Trustees, Brandeis University, Waltham 54, Massachusetts.

The main function of the Board of Directors is to insure that the various activities sponsored by the American Association for Humanistic Psychology are carried on within the scope and spirit of the official agreements with the Board of Trustees. This entails a minimum of control. It might be said that the control is essentially the power to veto any activity that does not fall within authorized limits. On the other hand, the Executive Board and the membership are encouraged to initiate, maintain and develop any and all periodicals, programs, activities, organizations, etc. that express the essential meaning of Humanistic Psychology.

BOARD OF DIRECTORS

The members of the Board of Directors of the AAHP are:

Joe K. Adams, Ph.D.	Rollo May, Ph.D.
Charlotte Buhler, Ph.D.	Clark Moustakas
Hadley Cantril, Ph.D.	Lewis Mumford
Kurt Goldstein, M.D.	Harriett O'Neill
Robert Hartman, Ph.D.	Ira Progoff, Ph.D.
S. I. Hayakawa, Ph.D.	David Riesman, Ph.D.
Aldous Huxley	Carl R. Rogers, Ph.D.
Sidney M. Jourard, Ph.D.	Ernest G. Schachtel, LL.D.
Dorothy Lee, Ph.D.	Anthony J. Sutich
Abraham H. Maslow, Ph.D.	Henry Winthrop, Ph.D.

PRO-TEM OFFICERS

AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

The following members of the AAHP have accepted our invitation to serve as Pro-Tem Officers, up to and including the first general membership meeting:

President . . . . . J. F. T. Bugental, Ph.D.

Vice President. . . . Richard Kilby, Ph.D.

Secretary . . . . . Mrs. Norma Rosenquist

Treasurer . . . . . Mrs. Dorothy Lamb

(Past President)

(President-Elect)

(Executive Officer)

The Pro-Tem Officers will be responsible to the Committee on Organization until the first general meeting is held.

The Committee on Organization recommends that the Pro-Tem Officers communicate fully with each other about matters concerning the AAHP, and, if possible, meet as a group or personally, whenever practical.

DUTIES OF OFFICERS

The Committee on Organization plans to submit a draft of the duties and other conditions of the various officers for consideration at the first general meeting.

REGIONAL REPRESENTATIVES

The formal designation of Regions and their official Representatives will be determined at the first general meeting.

SUGGESTED INTERIM ACTIVITIES

One of the main problems at the present time is concerned with activities within the scope and spirit of Humanistic Psychology that might be initiated by individual members or groups of members. Since the organization has not as yet had its first formal meeting, it is obvious that such activities must take on an unofficial character which, however, should not necessarily make them any the less effective. Briefly, this might be put in terms of the question, "What can I (or we) do that will express and further the development of Humanistic Psychology?"

This is a large order, but we can suggest a few activities as a beginning:

1) Participate in the membership drive (second phase). For this purpose we are enclosing a copy of the Articles of Association (which may or may not be the final version adopted by the membership). If further assistance is needed, write to the Association's temporary Business Office, 2637 Marshall Drive, Palo Alto, California.

2) Subscribe to the Journal of Humanistic Psychology.

3) Recommend the Journal to others. Check on whether Universities, Colleges, Research Institutes, Clinics, Guidance Centers, etc., in your area have subscribed. Information sheets describing the purpose of the Journal and listing the contents of several issues are available upon request by writing to the Journal's Business Office, 2637 Marshall Drive, Palo Alto, California.

4) Organize lectures, symposia, discussion groups, etc., sponsored by the AAHP for which you serve as a representative. Such sponsorship can be asked for by any member of the AAHP with the understanding that it does not imply legal or other responsibilities or commitments beyond the scope and spirit of the Official Agreement with the Board of Trustees, Brandeis University. A fairly complete list of humanistically oriented books can be compiled from the Book Review and Recommended Reading Sections of the Journal of Humanistic Psychology.

5) Use whatever local media (newspapers, TV, radio, etc.) that you may have access to, as a means of releasing humanistically oriented material for more general consumption.

6) Let us know about events in your locality that may tie in with the general development of Humanistic Psychology.

7) Although an enormous general field of inquiry has been opened up under the name "Humanistic Psychology", it must not be assumed that this term obviously covers all of the relevant categories of Humanistic concern. We have in mind, for instance, the Psychiatric field. The more Humanistic elements in the Psychiatric field are likely to gravitate toward the formation of a pioneering branch that might be described as "Humanistic Psychiatry". This is as it should be, of course, but it will not readily come of itself. It needs the encouragement, support and recognition that a vital new development in the general area of human relations should expect from an organization as broad in its perspective as the American Association for Humanistic Psychology. At the present writing it does not seem too much to hope and to work for the establishment of Humanistic Psychiatry as an integral part of the many-sided emergence of Humanistic Psychology.

A number of members of the AAHP are also professionally active in the field of Psychiatry. Those members, working together with others who may be involved in significant relationships and contacts with psychiatrists and psychiatric organizations, could well do a great deal to lay the groundwork for a Humanistic Psychiatry.

Moreover, the same point of view may be applicable to all of the Social Sciences, as well as to other fields of human activities.

8) Please let your Pro-Tem Officers and your Committee on Organization know what your views are on any issue that may be of concern to the AAHP. Suggestions, comments, observations, recommendations, ideas and criticisms are welcome.

9) Last--but certainly not least--the AAHP needs money, and lots of it, in order to facilitate its activities. We repeat--donations, gifts, grants and contributions are tax-deductible.

AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

Articles of Association

I. STATEMENT OF PURPOSE.

The American Association for Humanistic Psychology is an organization of professional men and women from Psychology and other fields, who are interested in participation in activities appropriately related to the furtherance of Humanistic Psychology. The Association is directly responsible to the Board of Editors of the Journal of Humanistic Psychology, which Board is, itself, directly responsible to, and derives its authorization from, the Board of Trustees of Brandeis University.

II. DEFINITION.

Humanistic Psychology may be defined as the third main branch of the general field of Psychology (the two already in existence being the psychoanalytical and the behavioristic) and as such, is primarily concerned with those human capacities and potentialities that have no systematic place, either in positivistic or behavioristic theory or in classical psychoanalytic theory: e.g., love, creativity, self, growth, organism, basic need-gratification, self-actualization, higher values, being, becoming, spontaneity, play, humor, affection, naturalness, warmth, ego-transcendence, objectivity, autonomy, responsibility, psychological health, and related concepts. This approach can also be characterized by the writings of Goldstein, Fromm, Horney, Rogers, Maslow, Allport, Angyal, Buhler, Moustakas, etc., as well as by certain aspects of the writings of Jung, Adler, and the psychoanalytic ego-psychologists, existential and phenomenological psychologists.

III. GOALS AND OBJECTIVES.

1. To promote theoretical and applied research in Humanistic Psychology as a vital part of the general science and profession of psychology.

2. To assist, through all suitable means, in the publication and dissemination of findings in the area of Humanistic Psychology.

3. To plan and conduct educational meetings, conferences, seminars, symposia, etc. concerned in whole, or in part with Humanistic Psychology.

4. To encourage interaction of Humanistic Psychology with Behavioristic and Psychoanalytic Psychology, as a means of enriching the general contribution of Psychology to human welfare.

5. To encourage interaction of Humanistic Psychology and contiguous disciplines, with a view to furthering the general understanding, development, and realization of human capacities and potentialities.

6. To administer and to help in the financing of periodicals concerned with Humanistic Psychology, such as the Journal of Humanistic Psychology.

7. To encourage the broadest possible representation and participation of members of the Arts, Sciences (Physical as well as Social) and Humanities, in the advancement of Humanistic Psychology.

IV. FINANCIAL RESPONSIBILITY.

Brandeis University shall not be responsible, now, or at any time in the future, for the financial support, either wholly or in part, of the Association. Membership in the American Association for Humanistic Psychology does not entail any financial obligation other than the membership dues.

V. MEMBERSHIP.

Membership is open to any individual who is interested in the advancement of Humanistic Psychology.

VI. VOTING.

1. All members shall have equal voting rights.
2. A simple majority shall be sufficient to decide any issue.
3. A 3/4 majority shall be necessary to amend any of the Articles of Association.

VII. GIFTS, DONATIONS, etc.

The American Association for Humanistic Psychology is a non-profit, federal-tax exempt, organization. Donations, grants and/or other contributions are tax deductible.

VIII. TERMINATION.

In the event that the American Association for Humanistic Psychology is dissolved or terminated, for any reason,

all assets, material, financial and otherwise shall be transferred to the Board of Editors of the Journal of Humanistic Psychology who are responsible to, and derive their authorization from, the Board of Trustees, Brandeis University, Waltham 54, Massachusetts.

BY-LAWS

A set of By-Laws has been drafted and will be submitted for consideration at the first general membership meeting.

PRELIMINARY DIRECTORY -- OCTOBER 1, 1962

PLEASE NOTE: We regret that professional titles, degrees, affiliations, etc., are lacking in many instances. Please check your own listing and inform us of any changes you may wish to have us make in the Official Directory.

-o0o-

Abramovitz, Abraham B.
4918 Eyre Lane
Madison 11, Wisconsin

Adams, Joe K. Ph.D.
703 Welch Road
Palo Alto, California

Alatalo, Miss Frances
74 Newberry
Pontiac, Michigan

Alexander, Franz
Mt. Sinai Hospital
8720 Beverly Blvd.
Los Angeles 48, Calif.

Allerhand, Dr. Melvin
1201 Worton Boulevard
Cleveland 24, Ohio

(The) American Institute of Family Relations
5287 Sunset Blvd.
Los Angeles, Calif.

Ammons, Carol H. Ph.D.
Box 1441
Missoula, Montana

Ammons, R. B. Ph.D.
Box 1441
Missoula, Montana

Anderson, Floyd Ed.D.
c/o Amer. Inst. of Family Relations
5287 Sunset Blvd.
Los Angeles 27, Calif.

Anderson, Harold H.
Dept. of Psychology
Michigan State Univ.
East Lansing, Mich.

Anderson, Dr. Roy N.
Prof. of Education
N. C. State College
Raleigh, N. Carolina

Appell, Morey
Mental Health - Teacher Ed. Project
Univ. of Wisconsin
502 State Street
Madison 3, Wisconsin

Arieti, Silvano M.D.
22 E. 72nd Street
New York 21, N. Y.

Ax, Albert F. Ph.D.
951 E. Lafayette
Detroit 7, Michigan

Bakis, Edward
Sterling College
Sterling, Kansas

Ball, Rachel S. Ph.D.
Prof. of Psychology
Arizona State Univ.
Tempe, Arizona

Banks, Sam A. (Prof.)
J. H. Miller Health Ctr.
Univ. of Florida
Gainesville, Florida

Barnes, (Mrs.) Evelyn
2040 Louis Road
Palo Alto, Calif.

Barricklow, Robt. E.
L. A. Child Guid. Cl.
1408 N. Vermont Avenue
Los Angeles 27, Calif.

Barth, Joseph D.D.
Kings Chapel House
63 Beacon Street
Boston 8, Mass.

Beker, Jerry Dr.
Berkshire Farm for Boys
Canaan, New York

Bell, Dr. Hugh
415 Arcadian Ave.
Chico, Calif.

Bender, Irving E. Ph.D.
Box 13
Hanover, New Hampshire

Bender, Lauretta M.D.
Dir. of Psych. Res.
Children's Unit
Creedmoor St. Hosp.
Queen's Village, N.Y.

Berends, Dr. Ruth
145 W. 55th Street
New York 19, N. Y.

Berg, Kenneth Ph.D.
94 Brainerd Road
Allston 34, Mass.

Berg, Rhoda M. M.S.
50 W. 95th Street
New York 25, N. Y.

Berger, Emanuel M.
Student Counseling Bureau
Univ. of Minnesota
Minneapolis 14, Minn.

Bergman, Paul
8106 Hampden Lane
Bethesda 14, Md.

Berzon, Miss Betty
2673 Ocean Front
San Diego 8, Calif.

Blackwell, Dr. T. B.
604 Adolphus Tower
Dallas, Texas

Blazer, John A. Ph.D.
708 N. Craycroft Ave.
Madison, Tenn.

Blewett, Prof. D.B.
Dept. of Psychology
U. of Saskatchewan
Regina, Canada

Bolling, Mrs. Beth
236 W. School House
Philadelphia 44, Pa.

Bonner, Hubert Ph.D.
Dept. of Psychology
Ohio Wesleyan Univ.
Delaware, Ohio

Bonney, Merl E.
Box 5323
N. Texas State Univ.
Denton, Texas

Bridges, Henry J.
Dept. of Psychology
Jamestown Comm. Coll.
Jamestown, New York

Brown, Roger
Emerson 210
Harvard University
Cambridge, Mass.

Bugental, James Ph.D.
Psych. Service Assoc.
1314 Westwood Blvd.
Los Angeles 24, Calif.

Buhler, Charlotte Ph.D.
1127 N. Sweetzer Ave.
Los Angeles 46, Calif

Burling, Temple Dr.
A.I.O. Ankara
A.P.O. 254
New York, New York

Caine, Jeffrey Ph.D.
29 Janet Circle
Shrewsbury, Mass.

Caldwell, Rev. Jos. R.
Loyola University
7101 W. 80th
Los Angeles 45, Calif.

Cantril, Hadley Ph.D.
Dept. of Psychology
Princeton University
Princeton, N. J.

Caplan, Gerald D.
Harvard Sch. of Public Health
55 Shattuck Street
Boston 15, Mass.

Carpenter, Vern, Jr.
Rue 3, Space 11
1700 El Camino Real
S. San Francisco, Calif.

Chaney, Samuel
1747 Bel Aire Drive
Glendale 1, Calif.

Clark, Albert E. Ph.D.
121 Forest Avenue
Lexington, Ky.

Combs, Arthur W.
College of Education
Univ. of Florida
Gainesville, Florida

Conrad, (Mrs.) Sylvia
211 E. 53rd Street
New York 22, New York

Crow, Dr. Wayman J.
Western Behavioral Sciences Institute
1010 Torrey Pines Rd.
La Jolla, Calif.

Dawson, Charles B.
2433 Linda Avenue
Key West, Florida

DeMartino, Manfred F.
128 Ford Avenue
Syracuse 7, New York

Deri, Susan K.
235 W. 76th Street
New York 23, N. Y.

Dils, Charles W.
3654 Ravenwood Ave.
Cincinnati, 13, Ohio

Dipboye, Wilbert J.
404 Cleveland Blvd.
Fayetteville, N. Y.

Dunn, Dr. Halbert L.
7631 Fort Foote Rd. S.E.
Washington 22, D. C.

Eberhardt, Delbert G.
64 Locust Street
Greenwich, Conn.

Eisen, Nathaniel H. PhD
516 Robeson Building
Champaign, Illinois

Eitzen, David D. Ph.D.
Clinical Psychologist
Claremont Prof. Bldg.
Claremont, Calif.

Elkin, Henry Ph.D.
271 Central Park W.
New York 24, N. Y.

Ellenbogen, Dr. Robert
One West 64th Street
New York 23, N. Y.

Ellis, Dr. Albert
333 W. 56th Street
New York 19, N. Y.

English, Mrs. H. B.
1345 Highland Street
Columbus 1, Ohio

Fantl, Berta
Rm. 1023, Int'l. House
500 Riverside Drive
New York 27, N. Y.

Fingarette, Herbert
Dept. of Philosophy
Univ. of California at Santa Barbara
Goleta, Calif.

Fisher, Gary Ph.D.
33181 Blue Fin Dr.
Dana Point, Calif.

Fitz-Hugh, Ernie M.A.
Central Counseling Ctr.
20 E. Jackson
Chicago 4, Illinois

Ford, Marguerite P.
34 Wiggins Street
Princeton, N. J.

Friedlander, Ernst M.D.
667 North First
San Jose 12, Calif.

Frost (Mrs.) Frank
200 Mission Canyon
Santa Barbara, Calif.

Galt, (Mrs.) Alfreda S.
The Lifwynn Foundation
52 S. Morningside Dr.
Westport, Conn.

Getzels, Dr. J. W.
Judd Hall
5835 Kimbark Avenue
Chicago 37, Ill.

Golbin, Mrs. Ruth
1 Normandy Lane
Scarsdale, New York

Goldstein, Kurt, M.D., Ph.D.
1148 Fifth Avenue
New York 28, New York

Goldworth, Samuel Dr.
190 West 170th Street
New York 52, N. Y.

Gordon, (Mrs.) Sue
Asst. Prof. of Ed.
1055 S. W. Plum Drive
Portland 19, Oregon

Green, Mrs. Ellen
1050 Amsterdam Ave.
New York 25, N. Y.

Greenbaum, Dr. Joseph J.
The Graduate Faculty
New School for Social Research
66 W. 12th Street
New York 11, N. Y.

Greenbaum, Wilbert
c/o SCIAS
225 N. Vermont
Los Angeles 4, Calif.

Greening, Thomas C. Ph.D.
Psychological Serv. Assoc.
1314 Westwood Blvd.
Los Angeles 24, Calif.

Gullo, Joseph D.
Box 7782
Austin 12, Texas

Guss, Morris
5 Hoover Lane
New City, N. Y.

Haigh, Gerard Dr.
Arizona State Univ.
Tempe, Arizona

Hallenbeck, Chas. E., Ph.D., Psychologist
Highland View Hospital
3901 Ireland Drive
Cleveland 22, Ohio

Hansen, (Mrs.) Jean Lee
120 Colorado Avenue
Ames, Iowa

Hard, Martha M. A.
1052 W. 6th Street
Los Angeles 17, Calif.

Hardebeck, John W. M.D.
P. O. Box 3202
El Cajon, Calif.

Hartman, Robert Ph.D.
Apartado 31423
Mexico 20, D.F.
Mexico

Hay, Louis
531 E. 20th Street
New York 10, N. Y.

Hayakawa, S. I.
225 Eldridge Ave.
Mill Valley, Calif.

Helm, Stanley T.
Protestant Chaplain
Mendocino State Hosp.
Talmage, Calif.

Henle, Dr. Mary
The New School
66 W. 12th Street
New York 11, N. Y.

Hochberg, Julian E.
335 Morrill Hall
Cornell University
Ithaca, N. Y.

Holt, Herbert M.D.
80 Park Avenue
New York 16, N. Y.

Howland, Elihu S. M.D.
867 N. Dearborn Ave.
Chicago, Ill.

Hunt, Thomas C. Dr.
19770 Lorencita Dr.
Covina, Calif.

Huxley, Aldous
6233 Mulholland Hwy.
Los Angeles, Calif.

Jackson, James D. MA
4 Bradway Ave.
Trenton 8, N. J.

Jourard, Sidney Ph.D.
J. H. Miller Health Center
Univ. of Florida
Gainesville, Florida

Kahn, Journet D. PhD
St. Xavier College
103d & Central Park W
Chicago 20, Ill.

Kaiser, Robert M.
1989 Adele Place
San Jose 25, Calif.

Kay, Andrew F.
340 Serpentine Dr.
Del Mar, Calif.

Kay, (Mrs.) Victor
1541 N. Edgemont St.
Apt. 12
Los Angeles 27, Cal.

Kilby, Richard W. Dr.
Dept. of Psychology
San Jose State College
San Jose 14, Calif.

Kirkendall, Lester A.
Family Life Dept.
Home Economics Bldg.
Oregon State Univ.
Corvallis, Oregon

Klein, Prof. D.B.
11901 Sunset Blvd.
Los Angeles 49, Calif.

Kline, William E.
Student Couns. Service
University of Denver
University Park
Denver 10, Colo.

Knapp, Dr. Robert H.
Dept. of Psychology
Wesleyan Univ.
Middletown, Conn.

Knopf, Irwin J. Ph.D.
Div. of Psychology
Dept. of Psychiatry
The Univ. of Texas
Southwestern Med. Sch.
5323 Harry Hines Blvd.
Dallas 35, Texas

Lamb, Howard
163 Elkton Road
Apt. 10-A
Newark, Delaware

Lasko, Alvin A. Ph.D.
Psychological Service Associates
1314 Westwood Blvd.
Los Angeles 23, Calif.

Lee, Dorothy Ph.D.
Yelping Hill
West Cornwall, Conn.

Leighty, Robert K.
337 South 12th St.
Philadelphia 7, Pa.

Levine, David L. Ph.D.
School of Social Welfare
Florida State Univ.
Tallahassee, Florida

Lewis, Benjamin G. Ph.D.
121 Sotoyome
Santa Rosa, Calif.

Lindgren, Dr. Henry C.
1975 - 15th Avenue
San Francisco, Calif.

Lloyd, Paul, Treasurer
Western Behavioral Sciences Institute
1010 Torrey Pines Road
La Jolla, Calif.

Lorand, Sandor M.D.
40 W. 59th Street
New York, N. Y.

Ludwig, Fred A.
Executive Director
Mental Health Assn.
717 S. Grand Ave., E.
Springfield, Illinois

Lyles, Raleigh D. Dr.
American River Sr. Coll.
4700 College Oak Drive
Sacramento 21, Calif.

McCracken, (Mrs.) C.
R. R. 1
Fairmount, Indiana

McCreary, John K. Ph.D.
Dept. of Psychology
Bates College
Lewiston, Maine

McDiarmid, Allan Th.D.
College of Liberal Arts
Drake University
Des Moines, Iowa

McLellan, Mrs. Catherine
2810 W. San Ramon Dr.
San Pedro, Calif.

MacKinnon, William J.
945 N. Campbell
Tucson, Arizona

Maslow, Dr. A. H.
Psychology Department
Brandeis University
Waltham 54, Mass.

May, Dr. Rollo
310 Riverside Dr.
New York 25, N. Y.

Meany, John Ph.D.
Associate Human Factors Scientist
System Development Cor.
2028 Stewart St.
Santa Monica, Calif.

Mehlman, Benjamin Dr.
Psychology Dept.
San Fernando Valley State College
Northridge, Calif.

Metzler, Jack
P. O. Box 100
Rouses Point, N. Y.

Michael, Dr. Calvin
Eastern Michigan U.
Ypsilanti, Mich.

Miller, Eleanor O. (Mrs.)
Illinois College
Jacksonville, Ill.

Miller, Mrs. Elizabeth
2410 Elberon Avenue
Cincinnati 4, Ohio

Montalvo, Braulio
2243 Lemoine Ave.
Fort Lee, N. J.

Mooney, Dr. Ross L.
1945 N. High Street
Ohio State Univ.
Columbus 10, Ohio

Moore, Hastings
755 Lincoln Place
Boulder, Colo.

Mora, George M.D.
6 Walnut Hill Road
Poughkeepsie, N. Y.

Morrison, (Mrs.) L. P.
1134 Rancho Road
Arcadia, Calif.

Moustakas, Clark
Merrill-Palmer Inst.
71 E. Ferry Avenue
Detroit, Mich.

Mourer, Dr. O. H.
610 W. Vermont
Urbana, Illinois

Mumford, Lewis
Amenia, New York

Naumburg, Margaret
135 East 54 Street
New York 22, N. Y.

Nesbett, Frances B.
219 Harvard Street
Brookline 46, Mass.

O'Neill, Mrs. Harriett
3125 Atherton Drive
Santa Clara, Calif.

Overstreet, H. A.
1308 Fiddler's Green
Falls Church, Va.

Owens, Mrs. Claire M.
286 Livingston St.
New Haven 11, Conn.

Paroutaud, Henry D.
36 Wellings Place
Monterey, Calif.

Parsons, Thomas H.
14892 Jackson St.
Midway City, Calif.

Pauson, John J. Ph.D.
1542 Calhoun Street
New Orleans 18, La.

Peavy, R. Vance
Central Oregon College
Bend, Oregon

Peckham, Eugene C.
P. O. Box 244
Burlingame, Calif.

Perry, Wm. G., Jr.
42 Holyoke House
Cambridge 38, Mass.

Platt, Henry
Devereaux Foundation
Inst. for Research
and Training
Devon, Penna.

Poniatoff, Alexander M.
934 Charter Street
Redwood City, Calif.

Potkay, Charles
Loyola Guidance Ctr.
820 N. Michigan Avenue
Chicago 10, Ill.

Progoff, Ira Ph.D.
45 W. 10th Street
New York 11, N. Y.

Pruette, Dr. Lorine
404 Chickasaw Rd.
Chattanooga, Tenn.

(The) Psychological
Guidance Center
1019 W. La Palma
Anaheim, Calif.

Psychosynthesis Res.
Foundation
P. O. Box 3985
Greenville, Del.

Puharich, Andrija M.D.
87 Hawkes Ave.
Ossining, N. Y.

Quarnstrom, Daisy
34034 26 Mile Road
New Haven, Mich.

Rafferty, (Mrs.) Ann P.
Box 24
Chaplin, Conn.

Raimy, Dr. Victor
Dept. of Psychology
Univ. of Colorado
Boulder, Colorado

Raskin, Jay
1490 S. Cardiff Ave.
Los Angeles 35, Calif.

Reagan, W. J.
1815 S. G
Richmond, Indiana

Rich, David G.
670 Live Oak Ave. #14
Menlo Park, Calif.

Richardson, Miss Beatrice
1449 Via Zurita
Claremont, Calif.

Riesman, Dr. David
Dept. of Social Relations
Emerson 324
Harvard University
Cambridge 38, Mass.

Riggs, Sheldon K.
210 Kingston Rd.
Baltimore 20, Maryland

Rodeffer, Jack
Perfect Circle Corp.
552 S. Washington St.
Hagerstown, Ind.

Rogers, Carl R. Ph.D.
5701 Winnequah Rd.
Madison 4, Wisc.

Rosenquist, Norma J.
1045 Fulton St.
Palo Alto, Calif.

Sagan, Gene Ph.D.
597 Santa Clara Ave.
Berkeley 7, Calif.

Sangiuliano, Iris Ph.D.
1230 Park Avenue
New York 28, N. Y.

Sargent, Dr. S. S.
4510 E. Vermont Ave.
Phoenix 18, Ariz.

Schachtel, Ernest LL.D.
299 Riverside Dr.
New York 25, N. Y.

Scharff, Robert C.
1738 Juneway Terrace
Chicago 26, Ill.

Scott, Howard B.
3320 N. 30th
Tacoma 7, Wash.

Scott, Thomas B.
6803 Wake Forest Lane
Austin 2, Texas

Seguin, Carlos A. M.D.
Huancavelica 470
Lima, Peru, S.A.

Seibert, Dr. Earl W.
161 St. James St.
Mansfield, Penna.

Shoben, Dr. E. J., Jr.
Teachers' College
Columbia Univ.
New York 27, N. Y.

Silver, Carl E.
Personal Couns. Ctr.
Farm to Market Rd.
Medford, N. Y.

Silverman, Simon
200 W. 20th St.
New York 11, N. Y.

Shrut, Samuel D. Ph.D.
120 E. 87th St.
New York 28, N. Y.

Simpson, Margaret C.
2359 Independence Blvd.
Ann Arbor, Mich.

Sloss, Jean & Louis
333 Westridge Dr.
Menlo Park, Calif.

Smillie, David
7 Pelham Terrace
Arlington, Mass.

Smith, Dr. Vernon
602 Babcock Rd.
San Antonio 28, Texas

Smoke, Kenneth L.
249 N. Washington St.
Gettysburg, Penna.

Smucker, Leonard Ph.D.
Staff Psychologist
Beatty Memorial Hosp.
Westville, Indiana

Solit, Marvin D.O.
1822 Beacon St.
Brookline 46, Mass.

Stough, Ada Barnett
Box 226
McLean, Virginia

Stout, Mrs. Maybelle
110 Saddletree Rd.
San Antonio 31, Tex.

Suitor, Mrs. Elvira
16 Grove Street
Brattleboro, Vt.

Sutich, Anthony J.
2637 Marshall Dr.
Palo Alto, Calif.

Syz, Dr. Hans
The Lifwynn Foundation
52 S. Morningside Dr.
Westport, Conn.

Tappan, Gordon
Sonoma State College
Cotati, Calif.

Taylor, Robt. M. M.L.
5300 Hollywood Blvd.
Los Angeles 27, Calif.

Temerlin, Maurice Ph.D.
Guidance Service
Univ. of Oklahoma
Norman, Okla.

Terwilliger, Wesley B.
221 W. 4th St.
Coquille, Oregon

Thorne, Frederick C.
5 Pearl Street
Brandon, Vermont

Thurman, Daniel G.
286 Clinton Rd.
Brookline 46, Mass.

Tomkins, Sylvan S. Dr.
32 Clover Lane
Princeton, N. J.

Tratch, Roman
476 Falconer Street
Jamestown, N. Y.

Vaisberg, Maurice M.D.
257 West Olive St.
Long Beach, N. Y.

Vakar, Anna
21 Franklin St.
Watertown 72, Mass.

Vargas, M. J. Ph.D.
Director, Dept. of
Psychology
Dr. Norman M. Beatty
Memorial Hosp.
P. O. Box 473
Westville, Ind.

Vespe, Raymond B.
190 - 21st Ave. #8
San Francisco, Calif.

Vich, Miles
410 Margaret St.
San Jose, Calif.

Warner, Dr. Robert
Univ. of S. Florida
Tampa 10, Florida

Way, (Mrs.) Lois A.
100 Memorial Drive
Cambridge 42, Mass.

Weide, Dr. Tom
1786 Villarita Drive
Campbell, Calif.

Wendel, (Mrs.) Hans
3515 Elm Lane
Lafayette, Calif.

Wester, Wm. C. II M.A.
Clinical Psychologist
Psychology Dept.
Longview State Hosp.
Cincinnati 16, Ohio

White, (Miss) Becky
205 King's Road
Brisbane, Calif.

Wigger, Orval L.
1841 W. Imperial Hwy.
Los Angeles 47, Calif.

Winston, Shirley
80 - 04 265 St.
Floral Park, L.I., N.Y.

Winter, Mrs. Edwin W.
959 Maplewood Rd.
Lake Forest, Ill.

Winthrop, Henry Ph.D.
Social Science Division
Univ. of S. Florida
Tampa, Florida

Wood, Austin B.
810 E. 19th Street
Brooklyn 30, N. Y.

Woodson, Joseph B. M.D.
Box 9642
Friendship Station
Washington 16, D.C.

Woronoff, Dr. Israel
Eastern Mich. Univ.
Ypsilanti, Mich.

Yandell, R. J. Ph.D.
925 the Alameda
Berkeley, 7, Calif.

Zawadzki, Bohdan Ph.D.
Assoc. Professor
City College of N. Y.
106 E. 85th Street
New York 28, N. Y.

Zimmerman, Isaiah MSW
117 - 69th Street
Washington 27, D. C.

Zinker, Joseph
19407 Wickfield Rd.
Warrensville Heights,
Ohio

-oOo-

MEMBERSHIP ADDITIONS

The following members joined too late to be included in the preceding Oct. 1 listing:

Caskey, Mary Anne
711 Sutter Street
Palo Alto, Calif.

Chenault, Dr. Joann
2704 Cathedral of Learn.
Univ. of Pittsburgh
Pittsburgh 13, Penna.

Elliott, Dr. G. W.
3305 Belle Lane
Carlsbad, Calif.

Glothlin, M. S. Ph.D.
3081 Rambla Pacifico
Malibu, Calif.

Guthrie, Dr. John A.
2704 Cathedral of Learn.
Univ. of Pittsburgh
Pittsburgh 13, Penna.

Kleman, John P.
Men. Hlth. Assn.
of Hawaii
1407 Kalakaua Ave.
Honolulu 14, Hawaii

Lamb, Mrs. Dorothy
1050 Amarillo
Palo Alto, Calif.

Mehr, Helen M. Ph.D.
2264 Fairhill Lane
San Jose, Calif.

Milano, Mrs. Cecelia
610 S. W. 22 Road
Miami 36, Florida

Peters, Carl B.
810 Hallam
Mahtomedi 15, Minn.

Rees, Mrs. Kay
17457 S. W. Blue Heron
Lake Oswego, Oregon

Schusler, Richard A.
2200 McCoy St.
Kansas City, Mo.

Stephenson, Harold F.
2144 Illinois Avenue
Fort Myers, Florida

Tead, (Dr.) Ordway
Harper & Row, Pub.
49 E. 33 Street
New York 16, N. Y.

Thomson, Ian F.
420 - 10th Street
Del Mar, Calif.

Thomson, Mrs. Mable
1755 S. W. Hicrest
Portland 25, Oregon

11/2/62

Dear Tony: I haven't replied to you, because in two weeks I'll see Clark and soon after that Abe - I hope - so I can discuss it all with them. I wish we could all get together, and in fact, we ought to —

Yours
Dorothy

Dear Tony: 11/3/62

Your telegram came — I still want to talk things over with Clark. You see, because I have moved around so much, I must have missed a lot of your communications. So anything that is set, just set for me, and I don't recognize myself anywhere - I have wanted so badly for us to meet and talk before we present any statement. I spend a lot of time wondering what I should do, and finally sent you the card. Am I the only recalcitrant?

Yours
Dorothy

11/17/62

Dear Tony:

It is now near discussing the association with Clark; I still can't see myself in it. I think SAP just have to resign. If only we could all get together and discuss why we want to be an association and why we want a journal, and just talk, then I think we could evolve something that washes some of my doubts in it, I am not finally there; among you, do I should have my name there. Dorothy

copy 11/2/1962

Dear Tony: I haven't replied to you, because in two weeks I'll see Clark and soon after that Abe — I hope — so I can discuss it all with them. I wish we could all get together, and in fact we ought to —

Yours
Dorothy

copy 11/3/1962

Dear Tony:
Your telegram came — I shall want to talk things over with Clark. You see, because I have moved around so much, I must have missed a lot of your communications. So everything that is we, isn't we for me, and I don't recognize myself anywhere — I have wanted so badly for us to meet and talk before we present any statement. I spent a lot of time wondering what I should do, and finally sent you this card. Am I the only recalcitrant?

Yours
Dorothy

copy 11/17/62

Dear Tony:
It is no use discussing the Association with Clark; I still can't see myself in it. I think I'll just have to resign. If only we could all get together and discuss why we want to be in association and why we want a journal, and just talk, then I think we could create something that makes sense to all of us. As it is, I am not truly there, among you, so I shouldn't have my name there.

Dorothy

LLOYD L. MORAIN
PERSONAL BUSINESS ADVISOR

c/o ARTHUR S. DEWING
103 MT. AUBURN ST.
CAMBRIDGE 38, MASS.
UNIVERSITY 4-7100

150 MONTGOMERY ST.
SAN FRANCISCO 4, CALIF.
YUKON 6-4600

San Francisco
November 13, 1962

Dr. Anthony J. Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, Calif.

Dear Dr. Sutich:

You will be glad to know that there has been early enthusiastic response to the "Intellectual Adventure" scheduled for this Saturday, November 17.

The attached two complimentary tickets might nudge you into bringing a guest.

We're looking forward to seeing you.

Warmly,
Lloyd Morain
Lloyd L. Morain

P.S. The room has been changed to the auditorium on the 3rd floor. The elevator is wide-door and ample in depth.

3:05-5:15 p.m.
"POSSIBLE WAYS TO COUNTERACT ANTI-HUMANISM"

(This workshop will provide an opportunity for audience participation.)

Chairman: LeRue Grim, member of Humanist Council of Northern California; dog trainer.

Resource Persons: Marshall W. Krause, staff council of the American Civil Liberties Union of Northern California.

Ephrain Margolin, Director of the Northern California Division of the American Jewish Congress and West Coast counsel for the Congress.

B. T. Rocca, industrialist; president of United Secularists of America; member of the Northern California Humanist Council. He will give a special report on how segregation into religious groups builds up prejudices.

The San Francisco Chapter of AHA welcomes you to its November 16, 1962 (regular third Friday of each month meeting), 8:00 p.m., Press and Union League Club, 555 Post Street. "ANOTHER ATTEMPT TO UNDERSTAND THE COMMUNIST WORLD" will be discussed by Richard W. Dettering.

Dr. Dettering, president of the International Society for General Semantics; faculty member, San Francisco State College, spent the past summer in Central Europe.

Jay Morris will introduce the speaker. Miriam Allen deFord (Mrs. Maynard Shipley) will read from her recent book of poetry. This month marks the publication of her latest volume, "Stone Walls: Prisons from Fetters to Furloughs", a study of prison reform.

Registration for the Saturday, November 17 Conference is open to anyone. Membership in the American Humanist Association is not a prerequisite (Those who wish to join the American Humanist Association may do so by paying $5.00, for which they will receive, among other items, six issues of the bi-monthly The Humanist.)

In as much as seating capacity is limited, advance registration is recommended. To do this:

a. Send your name and address (please print).
b. Enclose $2.00 (total cost), checks payable to Northern California Humanist Council.
c. Mail to: Lloyd Morain, 156 Montgomery Street, San Francisco 4, who will send tickets to those registrations received by the 15th.

* * * * *

Telephone inquiries: YUkon 6-4885 or to Dr. E. C. Vanderlaan, secretary of the Northern California Humanist Council, SEabright 1-2034.

* * * * *

Conference Co-ordinator: Lloyd L. Morain, businessman; former president of the American Humanist Association and the International Society for General Semantics; board member, Planned Parenthood Federation of America and A.C.L.U. of Northern California.

Conference Assistants include:

Millicent M. Beck, Secretary, San Francisco Chapter.

Scott Beach, co-host, KCBS program "Spectrum 74".

Richard W. Bowers, Treasurer, San Francisco Chapter.

Yvonne Loscutoff, President, San Francisco Chapter.

Jay Morris, member, Northern California Humanist Council.

* * *
* *
*

You

are invited to

participate in an

INTELLECTUAL ADVENTURE

SATURDAY, NOVEMBER 17, 1962
DOWNTOWN CENTER,
SAN FRANCISCO STATE COLLEGE
540 POWELL STREET
(BETWEEN SUTTER AND BUSH)
SAN FRANCISCO, CALIFORNIA

"Humanist Insights and Applications"

is the theme of this

Second Annual Conference

sponsored by the

Northern California Humanist Council

New Ideas....Sparkling Interpretations....

Distinguished Speakers and Panelists

Opportunities for

stimulating informal discussions

* * * *

Advance Registration Recommended

PROGRAM

Friday evening, November 16 (see page 4)

* * * *

Saturday, November 17

8:30 a.m.
LATE REGISTRATION (if seats available)
SOCIAL HALF-HOUR

9:00 a.m.
WELCOME

Walter F. Kennon, Chairman, Northern California Humanist Council; President, Fellowship of Humanity, Oakland.

9:05 a.m.
RECOVERY DEMONSTRATION PANEL

Recovery, Inc. is a self-help organization founded by Dr. Abraham A. Low for nervous and former mental patients. Recovery reduces the painful effects of emotional and mental upsets and provides psychological tools to cope with disturbing problems. Part of the Recovery philosophy centers around "there is no right or wrong in trivial situations" and new insights into how to get away from our usual tendency "to sabotage ourselves". The techniques of Recovery employ some semantic analyses and appear to be a kind of humanism in action. This session will be an actual demonstration by participating members and should prove to be a rewarding experience.

10:20 a.m.

Samuel Kaplan, Trustee, U. S. District Court, former president, San Francisco Chapter, American Humanist Association, will describe the Chapter's educational and recreational "Family Day" expeditions led by Harry A. Cohen, construction engineer.

10:25 a.m.
COFFEE BREAK

NW. 62

10:45 a.m.
PANEL DISCUSSION
"THE NARCOTIC ADDICT AND DRUG ABUSE"

Chairman: Douglas C. Rigg, formerly associate warden at San Quentin and warden at Minnesota State Prison.

Resource Persons: Dr. Karl M. Bowman, physician; professor of psychiatry emeritus, University of California; author of "Personal Problems for Men and Women"; former medical superintendent, Langley Porter Neuropsychiatric Institute.

Bernice Engle, research worker; writer of articles on alcoholism, medico-legal aspects of sex deviation, psychiatry and public health.

W. F. Royse, parole agent, Adult Parole Division of the Department of Corrections; student of the human scene; former tugboat sailor.

Weldon Smith, Deputy Chief of Paroles and Community Services, State of California; panelist at the White House Conference on Narcotics, 1962.

12:30 p.m.
LUNCH

Numerous restaurants in the neighborhood.

1:45 p.m.

Neva Beach, vice-president, San Francisco Chapter, will tell about our weekly Humanist School for Children.

2:00-3:00 p.m.
"HUMANISTIC PSYCHOLOGY"

An exciting account by Anthony J. Sutich, Editor, Journal of Humanistic Psychology; clinical psychologist; pioneering work in group therapy.

Co-speaker discussing humanistic psychology will be Dr. Richard Kilby, San Jose State College, Department of Psychology, who is currently engaged in cross-cultural studies of human values.

The Journal of Humanistic Psychology endeavors to express the theoretical and applied research of

2:00-3:00 p.m.
"HUMANISTIC PSYCHOLOGY" (con't)

psychologists who are concerned with basic needs, values, personal living, etc. Thus, this journal considers creativity, love, basic need gratification, self-actualization, humor, psychological health and related concepts that have no place in positivistic or behavioristic theory or in clinical psychoanalytic theory. The humanistic approach is evidenced in the writings of Eric Fromm, Carl Rogers, Abraham Maslow, among others, as well as in certain aspects of the writings of Jung, Adler and the existential psychologists.

3:05-5:15 p.m.

The Intellectual Adventure will close with a Panel Discussion and a Workshop. These are scheduled concurrently so each registrant can attend but one session.

"THE FUNCTION OF IMAGINATIVE SYMBOLS"

A panel of persons distinguished in the fields of art, literature, poetry, architecture and the theater. Each of the panelists is a Renaissance type of individual -- a person of many talents and accomplishments.:

Chairmn: S. I. Hayakawa, general semanticist; editor of Etc.; member of the San Francisco State College faculty.

Resource Persons: Herbert Blau, founder, Actor's Workshop; member, San Francisco State College faculty; his new play, "Telegraph Hill", will have its premiere in San Francisco, January 18, 1963.

George D. Culler, Director of the San Francisco Art Museum.

Clement A. Mullins, architect for the City of San Francisco.

Kenneth Rexroth, poet, critic, newspaper columnist, radio commentator.

Marian Van Tuyl (Mrs. Douglas Gordon Campbell), editor, Impulse Publications, Inc., and Annual Contemporary Dance; formerly own dance group.

483

ELLA LYMAN CABOT TRUST

GORDON W. ALLPORT
EXECUTIVE SECRETARY
EMERSON HALL
HARVARD UNIVERSITY
CAMBRIDGE 38, MASSACHUSETTS

November 21, 1962

Dr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Sutich:

This letter will, I hope, bring you a pleasurable surprise.

The Trustees of the Ella Lyman Cabot Trust voted on November 17th to send you a grant of $1500. to support your international survey of the "humanistic" movement in contemporary psychology. The grant is made likewise in recognition of your years of labor in behalf of high standards of ethics and advancement in the fields of psychological practice and theory.

I am sending you a pamphlet describing the philosophy and ideals of Dr. Richard Cabot, founder of the Trust. His vision and conviction that human persons are the best embodiment of progress will surely appeal to you. He was indeed a "humanist."

You may wonder how the grant came about. Well, I had heard from the AAAS that your application could not be accepted. Therefore, with the warm support of a letter from Abe Maslow, I presented the proposition to our Trust, and received a favorable response. Our grants are not renewable, and so the Trust cannot be regarded as a source of continuing support for the journal or for your work. But we hope you will find the present grant helpful and encouraging.

In a week or ten days you should receive a check from our Treasurer. You are free to use it in any way you wish to advance your project. If you wish to use some of it for personal expenses you are free to do so, but we hope that it will in large part help you with the international survey.

With kind regard and good wishes, I am,

Cordially yours,

Gordon W. Allport

Gordon W. Allport

Copy to:
A. H. Maslow

November 28, 1962

To: Officers
Board of Directors
Organizing Committee

of the American Association for Humanistic Psychology

From: J. F. T. Bugental, President Pro-Tem

I'm very complimented by the Organizing Committee's invitation to serve AAHP during this important period. I believe firmly in the "third force" concept of Humanistic Psychology, and I find it challenging to be in on the formative stages of its development.

The two main purposes of this letter are, 1) to call a meeting of the three groups listed as addressees above, and 2) to call for agenda items for that meeting and for general suggestions for AAHP.

I think we need a physical meeting of as many of us as can make it. Quite likely a fair number will find they can't make it, but let me urge those who can to do so. Let's meet in Palo Alto or the San Francisco area. (Secretary: Please make some suitable accommodations reservations and let us all know where we will meet and where you recommend we make motel or hotel reservations.)

I suggest we meet at 10:00 A.M. Saturday, January 23rd, plan to break about 5:30 P.M., resume Sunday at 9:00 A.M., and plan to adjourn definitely at 4:00 P.M.

Will you each drop me a note as to whether or not you can make this. Write either way so you can include your suggestions under number two — agenda, etc. Let's ask for everyone to let me know by January 5th so I can pass on the count to the Secretary for our space reservations.

Another point on the meeting and aside from the business itself: I think it would be pleasant if any of us who care to, arrange to have dinner together Saturday nite and then have a free wheeling discussion that evening. After all one of the purposes of AAHP should be to give us a chance to exchange ideas more readily in this way.

Now on agenda, etc.: We need to do a "brainstorming" to develop a range of ideas on each of the following points:

a) Points for discussion at this first meeting.

—organization and structure of AAHP
—kind of model we seek to actualize
—membership recruitment

b) Planning for first annual meeting

—time, place, design
—joint with other organization, just before or after?
—encouraging participation

c) Program and activities of AAHP

—kinds of program meetings
—needs unmet by existing organizations
—other activities we should consider undertaking

d) Social role (and contribution?) of AAHP

—publications for laity?
—meetings for laity?
—inclusion or separate membership category or exclusion of laity

e) Any other points of immediate or later concern for AAHP.

Please let me hear from you at your early convenience. I'm looking forward to getting to know more of you in person.

12/8

Dear Tony:

I've just got back to California and found your letter. You are right; I was sad at the plea of Clark Moustakas that I stay if I possibly could. But all this, the organization, the spirit of the journal — no, I don't mean spirit nor form, let's say just the journal, all this is something I cannot be at home with. I have resigned from the American Anthropological Assoc., for instance, and all other associations. I hoped that this would be a point for the meeting of free spirits, and that the "journal" would appear essentially a sort of printed and legalized version of the papers and long letters which we sent each other sporadically. I am putting it too naively, I know, but in general, this is what I had thought would be the spirit of a phenomenological association. What we do have, is alienated. To see myself identified as a Ph. D., for instance, is to find what happens to me in dozens of other situations, which I do not want to acquiesce to.

This is my own quirk; you (this is plural) have a right, of course to your own position. And I gather this rest are with you — except for Clark Moustakas and David Riesman, who share my own hopes and disappointment.

I do like your board. A wonderful handful —

Love,
Tony

I may get to Stanford, and I'll look you up. But I want to be clear this time; I have resigned.

12/8

Dear Tony:

I've just got back to California and found your letter. You are right; I wavered at the plea of Clark Moustakas that I stay if I possibly could. But all this, the organization, the spirit of the journal -- no, I don't mean spirit nor form; let's say just the journal. All this is something I cannot be at home with. I have resigned from the American Anthropological Assoc., for instance, and all other associations. I hoped that this would be a point for the meeting of free spirits, and that the "journal" would appear erratically, a sort of printed and legalized version of the papers and long letters which we sent each other sporadically. I am putting it too naively, I know, but in general, this is what I had thought would be the spirit of a phenomenological association. What we do have, is alienated. To see myself identified as a Ph.D., for instance, is to find what happens to me in dozens of other situations, which I do not want to acquiesce to.

This is my own quirk; you (this is plural) have a right of course to your own position. And I gather the rest are with you -- except for Clark Moustakas and David Riesman, who share my own hopes and disappointment.

I do like your board. A wonderful handful --

Love
Dorothy

I may get to Stanford, and I'll look you up. But I want to be clear this time; I have resigned.

December 12, 1962

Dear Abe:

At last, after a couple of weeks of delay, I find myself writing to let you know what has been going on here.

First, let me thank you for your assistance in getting me the Survey grant. I feel very grateful to you and to Allport. All the more so because there is an explicit OK on my using some of the funds for "personal" needs. To me, "personal" means that I can use a couple hundred dollars as a part of the expenses connected with a trip East. I have never been east of Salt Lake and without any real financial means I have not had much of a justification for a trip east of Salt Lake. But when read your note that the first general meeting of the AAHP might be held in Washington D.C. late in August or in Philadelphia at the APA convention time in September, it occured to me that this might well justify a trip east to either place. I hope to have the Survey completed, or at least substantially so, and would use the opportunity to report on it. The trip porject would take a lot of doing of course, but I'm going to give it a full try.

Bugental has plunged into his job as Pro-Tem President of the AAHP. Already plans are under way for a kind of regional meeting of all concerne in Palo Alto next month. Buhler is coming up with him.

The secretary of the AAHP is a Mrs. Norma Rosenquist whomet you during your participation at the Sonoma Existentialist workshop. She is bright, works hard, is eager to learn and gets around a lot among people psychologically oriented. She is a very fine addition.

Kilby can be relied upon to give a consistent, intelligent and comprehensive kind of perspective to the Board. At the present time he is doing some very fine work on a long paper on values, comparing American and Indian (Asiatic) students.

December 12, 1962

Since I wrote the above yesterday a cable has come from the printers saying the Fall Issue would be mailed out December 21 (this compares with December 15, last year and sounds quite good in view of the emergency here).

It will please you to learn that the Fall Issue order is ø for 700 copies. We have been out of copies of the Spring and Fall 1961 issues for some time. Within two or three weeks the remainder of the Spring Issue 1962 will be gone. Re-runs of the first two issues have become very much

needed, if not urgent. The eternal problem, as usual, is money. If there is no objection I shall try to get a loan, without interest payments, from Kay, Lloyd, or the Institute. The inability to take care of backorders for the first two issues complicates our circulation department work as well as adding to our general expenses.

The mention of the La Jolla people reminds me of something you said during our talk down there last September. You made a passing reference to my having become a "public figure". This remark coming as it did on top of a process going on in me for some time, helped to crystallize my decision to accept a more public participation as a part of my general responsibilities. The result was that I accepted an invitation to tell the Northern California Council's Second Annual Conference of the American Humanist Society about the Journal. There were nearly four hundred people present and in addition to having sold eighteen copies of the Journal bought on the spot after the meeting, we had more than sixty-five inquiries. I enjoyed the experience of telling them "the story of the Journal of Humanistic Psychology." I had written a couple of hours of material and had decided on talking with twenty or so cue words pasted on my mirror. My Babe, however, had other ideas. At the last minute, literally, after I was hoisted onto the platform, I saw her come into the auditorium with our circulation department gal, and saw them sit down, with my notes in her possession. I talked without them, and learned later that she thought I "would do better without them!" My unstudied conclusion to all this is that I am now ready to talk anywhere to any group for any length of time -- provided that the talking is about you know what.

Dr. Kilby was with me and was scheduled to talk ten or fifteen minutes if I left him any time. The best I could do was seven or eight minutes for him after a lively question period. Halfway through the talk, the public address system broke down momentarily when something went wrong with the volume control. It was fixed up in about a half-minute, but the rest of the talk continued with the eight-inch rod type of microphone held so close to my mouth that it looked as if I were smoking a big, fat long cigar! It was a hell of a lot of fun, and I enjoyed the whole business. I have the impression that this growth-business also works for the people who write and talk about it professionally!

I have heard from Winthrop about his forthcoming book, coupled with an invitation to contribute. I said yes and this again is another phase for me, a deepening and a widening of my participation in the Psychology field which had developed into a pretty narrow and resentful process in 1953 and 1954. You have such a wonderful ability to encourage others and, come to think of it, I think it needs more attention from you, perhaps in the form of a paper. Our society, as it is now, is both encouraging and discouraging and it will take a good deal of change to bring about a more or less automatic encouragement of tendencies toward self-actualization.

The previous paragraph leads into a most stimulating, but surprising hour and half I spent with Carl Rogers, during his visit here a week ago. (He is at the Center for Advanced Studies in the Behavioral Sciences at Stanford for the next year and this gave me an opportunity to get together with him.) We talked about several things, but when we got around to talking about the present state of psychology he expressed himself quite explicitly as both discouraged and pessimistic. His remarks came as a bit of a shock. I reacted like a shot and began expoundin g

on my reasons for thinking otherwise. Before we were xxxxx through with this subject he seemed to be a little less pessimistic. I couldn't help feeling a tit sad. Here was a guy x identified with human-growth, individuality, fulfillment,etc. and the originator of one of the most productive xxxxxx provacative methods for xxxxxxxxx helping individuals accomplish personal growth and yet, himself, pessimistic about the very field in which this historically significant contribution had taken place. I couldn't help making a comparison between him and you. God knows you have suffered a hell of a lot more at the hands of xxx colleague former, current and future (the latter in a diminishing degree, of course, but even with the most xxxxxxxx agonizing cumulative xxxxxx pressure on you, as was the case just before your"Cognition of Being..." talk at Chicago in 1956, you were able to come in xxx fighting. I didn't say so to Rogers, but since x our visit last week, I have wondered about the effects on Rogers of going intensively into the x study of schizophrenia in a mental hospital in Wisonsin. It has seemed to me to be a case of diminishing returns for anyone to get to far caught up in xxx a xxxxxxxx psychiatric atmosphere such as prevails in most mental hospitals. And apart from this I can't help contrasting your direct, participating, typically uncomplicated way of going x into things in general, always with honest judgments and sometimes with a healthy rambunctiousness and the kind of thing that characterizes far too many of our "non-directive" colleagues. Rogers is a nice guy, but I hate to see anybody so dissprited toward the end of long and xxxx fruitful x xxxx career.

Let me wind up this letter before you have to take x a week off to read it. ~~Our emergency proof-reader -- who may be with us permanently~~ if Harriet doesn't recover completely -- incorporated xxxxxx every one of your corrections, except one. This was the item "irrational advertising" which in his xxxxxxxxxx estimation was just beyond the limit that the printer could change on the same page without rearranging succeeding pages and running into a whole lot of additional expense. I deferred it to his very experienced judgment, primarily because your main point was substantiall made in the rest of that sentence. Some of the changes that he had to make were a real headache, but he is a ver skilled guy and it was a pleasure to work with him. Harriet was enormously pleased about my locating him. She had known about him and his work when both of them were employed at the Stanford press eight or nine years ago. Under separate cover, I am returning your WBSI report as you requested.

You seem to be in the most strategic position for recommending which of the two locations is best for our general AAHP meeting, Washington D.C. or Philadelphia. Please let me know as soon as possible.

Affectionate best wishes,

Tony

December 17, 1962

Dear Dorothy,

I accept your resignation. Because of the organizational structure, resignation from the Board of Editors automatically includes resignation from the Board of Directors of the American Association for Humanistic Psychology.

Resignation, of course, does not exclude membership in theAAHP if you choose to be one. I shall have your name deleted from the various places in which it now appears, as soon as possible. This may take a bit of time and I hope you wont object.

Your resignation is, indeed, very regretable. I am sure that the rest of the Board will feel the same way.

I wish I had the time to reply to your letter in full. Perhaps I can express my reactions when I see you -- ~~xxxx~~I do hope that you will have an opportunity to get to Stanford, and look me up when you do. (My telephone number is DA-3-9165.)

Please remember that I would consider it a great privilege to have a good talk with you. I had one with Carl Rogers two weeks ago -- it was the first time I had ever had the opportunity -- and it was a most rewarding experience.

With love and best wishes

Tony

AMERICAN ASSOCIATION OF HUMANISTIC PSYCHOLOGY

1314 Westwood Boulevard
Los Angeles 24, California

December 28, 1962

To: Organizing Committee
Board of Directors
Officers

From: J. F. T. Bugental, President Pro-Tem

Subject: Change in meeting date

Several persons planning to attend our meeting have notified me that the week-end chosen is exceedingly difficult for them, and since our numbers will be small and these people can contribute much to our thinking, I have decided to change the date to the week-end of February 9th and 10th. Please let me know as soon as possible if this gives any problems. Those of you who have not notified me so far of your availability to attend, please know how much we would like to have you take part with us if at all possible.

I would also be very happy to have additional suggestions for agenda. Those that I have received thus far seem to me to promise a lively and useful meeting.

62

Big Sur - Esalen

Monday, December 31

Dear Mr. Sutich:

Several friends have said that we should contact you about our program here. The enclosed brochure should give you some idea of where our interests lie. We have more of the same kind of programs planned for the spring.

A friend, Dick Price, and I have taken over the management of an old hot springs resort my family has owned for fifty years here in the Big Sur. We hope to see it developed as combination hot springs and seminar-conference center. We want the focus of seminar activities to be in the frontier areas of psychology-philosophy-religion.

I hope to visit you soon in Palo Alto, and have you down here one day as our guest. We are planning seminars and conferences for next fall and beyond and so are gathering ideas. I have written to several people already, asking them to suggest seminar ideas and people who would be good leaders. One interest we hope to develop is the inter-disciplinary approach to human nature - getting people together who usually don't get together (like faith healers and psychosomatic medicine people). If you have a spare moment, could you list a few ideas? Any suggestions would be highly appreciated.

We can talk more about this if we can meet soon. Sometime in the next month I will be in Palo Alto and will call you. Rather than writing me perhaps you can save any suggestions you might have until then. At any rate, I hope to see you soon.....

Best regards,

Michael Murphy

490

JOURNAL OF HUMANISTIC PSYCHOLOGY

torial and Business Office
7 MARSHALL DRIVE
O ALTO, CALIFORNIA

editorial board
itor:
Anthony J. Sutich
chnical editor:
Harriet O'Neill
ok Review editor:
Henry Winthrop, *Ph.D.*
e K. Adams, *Ph.D.*
arlotte Buhler, *Ph.D.*
dley Cantril, *Ph.D.*
rt Goldstein, *M.D.*
bert Hartman, *Ph.D.*
I. Hayakawa, *Ph.D.*
dous Huxley
lney M. Jourard, *Ph.D.*
rothy Lee, *Ph.D.*
raham H. Maslow, *Ph.D.*
llo May, *Ph.D.*
rk Moustakas
wis Mumford
Progoff, *Ph.D.*
vid Riesman, *Ph.D.*
l R. Rogers, *Ph.D.*
est G. Schachtel, *LL.D.*

January 5, 1963

Michael Murphy
Big Sur Hot Springs
Big Sur, California

Dear Mr. Murphy:

Thank you for your letter and brochure. Dr. Maslow mentioned some time ago that I might hear from you.

I like your idea of an interdisciplinary approach to human nature. This has been a pet interest of mine for many years and my feeling is that the more varied the disciplines or points of view, the better.

It would be a pleasure to visit with you here during your stay in Palo Alto. In this connection, however, I would appreciate knowing two or three days in advance about your visit to Palo Alto, if possible. The chief reason for this request is that I have heavy case schedule which is often difficult to change on short notice. In general, my best visitin hours are between 1:00 and 3:00 PM, Monday thru Friday. The next best bets are Wednesday, Friday, Saturday and sometimes Sunday evenings. If you come in the daytime, I hope you can close as possible to 1:00 PM, because I am sure that there is a lot to talk about.

Sincerely yours,

Anthony J. Sutich

AJS/kg

BIG SUR HOT SPRINGS
BIG SUR, CALIFORNIA
TELEPHONE BIG SUR 2634

January 20 1963(?)

Dear Mr. Sutich:

Thanks again for the visit. Our talk has set my idea-pot boiling. But first...

The check enclosed is for a year's subscription to the Journal and for one-year memberships in the Association for both Dick Price and me. I don't know what the exact qualifications for membership are, but if we are eligible, here is the money.

Also, did I leave a redwindbreaker there? If so, I will pick it up when I visit with you again.

Now back to the idea-pot. Reading through the progress report I saw that one of the recommended interim activities suggested was the organization of lectures, symposia, etc. sponsored by the AAHP. So what do you think about this: a series of six seminars here next fall, perhaps entitled "The New Psychology", sponsored by the AAHP. They would be on weekends, justas our past seminars have been. We could discuss the subjects of each seminar, but these occur to me as likely possibilities:

1. The first one on the history of "third force" psychology, on the development of growth and health oriented views, - reviewing the main contributions to this development such as those of Goldstein, Maslow, Fromm, etc. and the possibilities for the future development of these views. Perhaps you could lead this seminar.
2. One on the psychology of growth. Maybe we could get Maslow if he were out here - or someone else in the area who represents this kind of psychology.
3. One on "The Study of Creativity". With Frank Barron perhaps and a friend of ours, Dr. Stephen Schoen, a psychiatrist interested in creativity.
4. One on the "Study of Comparative Values", led by Dick Kilby.
5. One on the "Psychology of Mysticism", led by a friend of ours, DR. Richard Marsh of S.F. State College.

I know you could help us in the formulation of such a seminar series. We would greatly appreciate your opinion on this and knowing whether the AAHPwould sponsor it. If you are interested in talking about it, I will be driving through Palo Alto next Sunday or Monday and could drop in to see you.

Our best to you.....

Dick Murphy

Big Sur-Asso.

January 23, 1963

Mr. Michael Murphy
Big Sur Hot Springs
Big Sur, California

Dear Mike,

I am taking the liberty of calling you by your first name. I hope you will feel free to reciprocate.

Many thanks for your letter. I have turned over the subscription and membership matters to our Business Manager. There is no problem about qualifications for the AAHP. (This is covered in one of the Articles of Association included in the Progress Report.

I am very pleased to hear about theproposed project for a series of seminars under the suggested title, "The New Psychology." Indeed, this is exactly one of the activities envisaged in the Articles of Association and in the related interim activities.

The AAHP is to hold its first annual general conference in September in Philadelphia.

A number of things come to mind: one of them is to work more directly with Bugental, our Pro-Tem President of AAHP. Kilby, of course, is a natural for the project.

I shall get in touch with Bugental as soon as possible. Actually, he will be here for our interim AAHP prepatory conference, February 9th and 10th (Charlotte Buhler is coming up with him). I can also talk with him further at that time.

I shall also get in touch with Kilby, immediately.

While the AAHP has not had its first general formal meeting, it is within the range of the authority of the Board of Directors (who are also the Board of Editors of the Journal and the Executive Board of the AAHP) to authorize and be officially responsible for such projects as your own. This is a development that would also go through the Committee on Organization, of which I happened to be the Secretary-Director. Since Joe Adams is also on the Committee on Organization, I shall also consult with him. Dr. Maslow and Dr. Moustakas, who constitute the remainder of the Committee, have long since authorized my use of their votes on any issue that has to do with AAHP organization and activity, prior to the first general meeting in September.

Incidentally, S. I. Hayakawa is on our Board of Editors and might be consulted, etc., etc. Let's just get together and add a little fuel to the fire under your idea-pot! It is obviously a big pot with lots of good stuff cooking!

With warm regards,

P.S. I almost forgot to tell you that the best day would be Sunday, let's say beginning at 12:00 Noon and for a couple of hours. Also, your friend left his red coat here.

4572

January 24, 1963

Dr. Abraham H. Maslow
Psychology Department
Brandeis University
Waltham 54, Mass.

Dear Abe:

The re-run of Volume I, Number I has been ordered. We have been assured that 500 copies will be delivered within two weeks. If you would like to have some extra copies, please let me know.

You may remember that you said I might hear from the Murphy brothers in Big Sur. Well, I did, and have had a long talk with Mike Murphy about our general position. The result of our conference is that Mike Murphy has proposed a six weeks series of weekend seminars at his Hot Springs resort. The seminars are to develop various phases of our work and would begin sometime this fall (probably late in September, after the Philadelphia meeting).

I have not heard from Andrew Kay about re-run money. Can you suggest other possible sources, either grants or loans?

I had a most delightful hour on the phone with Dr. Guerrero. It was not possible for him to come in for a visit because almost every minute of his very short stay was previously scheduled. He seemed to be a wonderful guy - warm, intelligent, responsive. It was a most instructive time in that we talked at length about his cross-cultural study of respect and found ourselves going into all kinds of ramifications. Many thanks for suggesting that I get in touch with him.

January 28, 1963

Murphy was here yesterday (Sunday) and it looks as if the Association will sponsor the series of seminars. More about this some other time. Murphy is going to write you, anyway.

We have a full two-day session lined up for the Association, February 9 and 10. I'll keep you informed about this.

Now, about your contribution to the Spring, 1963, issue. Your notes are full of so many ideas and things, that I would rather talk about them first than choose from among them for this issue. I think it's unfair to disorganized editors to ask them to make a decision. Nevertheless, I would like to have the first two sections, pages 1 to 20, titled "Notes on Unstructured Groups at Lake Arrowhead" and pages 20 to 28, titled "The Theory of Social Improvement . . .".

The two sections could be combined or separated with an appropriate footnote referring to "Summer Notes on Social Psychology . . .". An alternative might be to let me have either one of the two sections so that I could include the other for the Fall issue, or a later one, if you prefer to send a different contribution to the Buhler Anniversary Issue. (I am counting on a paper from you for her Anniversary number.)

I have already written you about having much larger issues of the Journal published semi-annually rather than quarterly, for the next year or so, for a number of reasons which I won't go into here. Therefore, it will be possible to handle the two first sections of your "Summer Notes . . ." in the Spring issue, if your polishing and any revision do not add more than a page or so.

I have some figures for you on last year's budget. They were not included in my memo for the simple reason that the change of Bursars at Brandeis last fall resulted in a tremendous amount of delay. We waited and waited for some idea as to where we stood officially on financial matters for 1962, and finally gave up. The situation is now being corrected. Therefore, I am including some figures for last year's budget that may throw light on our proposed 1963 budget, which I included in the memo I sent you.

Affectionately,

AJS/ms

Enclosure

February 13, 1963

Dear Abe,

Our merry-go-round gets merrier all the time.

We had a very interesting and sonstructive meeting of the AAHP Executive Board, the Committee on Organization and a couple of ~~xxx~~ members of the Board of Editors in Palo Alto on February 9th and 10th. Rogers, Buhler, Adams, Bugental, Kilby, Rosenquist, Lamb and myself were present. Others couldn't make it for various reasons. Bugental is a real whiz at organization. He will make a splendid President Pro-Tem. Ditto for Kilby who wants to resign when the regular Vice-President is chosen, since he prefers to help out with editorial work, for which he is well-suited. I was impressed by the degree of agreement and the amount of work accomplished. You will hear more about this shortly from Bugental who is putting together an information letter. Other reports will be available also before our first meeting, nationally, in Philadelphia on August the 28th, the day before the APA Convention.

We are going to do all of the necessary business, including a program, speakers, etc. in one day, according to plans pretty well crystallized.

For me the weekend meetings were a turning point. I had begun to wonder about how much more pressure I could handle, before breaking, I knew it would be only a short time before others could take over many of the responsibilities and ~~[illegible]~~ varieties of authority that ~~[illegible]~~ I have had to exercise until such time as I could be reasonably sure that they could be transferred. ~~to others.~~

The pressure is off now, in one sense, as far as the Association is concerned, How that it appears to be in good hands. The reverse is true as far as the Journal goes. More and more manuscripts keep coming in. And I find that correspondence connected ~~xx~~ with the steadily growing list of subscribers is also mounting. I don't mean business correspondence; rather, it is people who want to take up all kinds of matters connected with the ramifications of the Journal and Humanistic Psychology in general. ~~But~~ I am enormously pleased by the news that the Department has unanimously endorsed your recommendation for financial support for the Journal. My thanks to you and to them.

Thanks again, also, for the Cabot Foundation Grant. I have not found the time to do any work on the survey, thus far. But it has been possible to use a $100.00 or so for desperately necessary payments of things connected with the Journal while waiting for funds to accumulate from which the grant can be reimbursed.

I expect to have renewal notiees go out in a couple of weeks and this should bring in enough money to pay the balance due on the Fall, 1962, Issue and the cost of the Spring Issue, 1963, which is coming up soon.

I have so many goodies for the Spring Issue that I don't know just what to do. If I'm not careful, it will take on the size of a lively elephant (said elephant having no relation to the Republican Party). It looks now as if we will have to consider publishing three times a year beginning in 1964, since even the Buhler Anniversary Issue (Fall, 1963), is already shaping up. The extra money we may get from Brandeis or somewhere else, I hope, should make this entirely practical. In the

In the meantime, let me say that I am glad you went along with my switch in preference for material from your Summer Notes. I think that what you are doing here and there as you go along is basically the elaboration of the general theory of B psychology (or the Psychology of Being). This general theoretical development is essential to self-actualization, to peak experiences, etc. It hangs ~~xxx~~ together in an increasingly systematic way. To be sure, your applications of the Psychology of Being are vital, and I know that more of them will be forthcoming. But to me, they represent the combination of theory and application that are necessary parts of your general system. You are the kind of guy who cannot do without the test of reality, of application, and this

~~xxxx~~
is to your credit. But fascinating as the applications are, I believe it is important for you to keep in mind that the systematic elaboration of B-psychology is essential. It is perhaps your primary area of contribution. It pleases me no end to see you combine theory and practice. It reminds me of something I ran across in reading Leftist theory many years ago, namely, the slogan "Theory Without Practice Is Sterile and Practice without Theory is Blind." You are both fertile and far-seeing!

I am vastly amused by your addition of non-knowledge to the non-this and non-that collection (I suppose you are familiar with the book reviewers designation of ghosted books as non-books; for instance, the one by Zsa Zsa Gabor).

With warm regards,

AJS:kg

March 5, 1963

Dear Abe,

After weeks of being overwhelmed by a convergance of all kinds of Journal, Association and personal problems, I am once again free to write you.

Shortly, Bugental will be sending out an informative letter covering the main items dealt with in the February 9th and 10th conference in Palo Alto.

A minor disaster hit us recently in the form of 20% or more defective copies in our Fall Issue, 1962 order. It has meant a hell of a lot of work sending out a replacement notice to hundreds of subscribers. The Holland printers are upset, as well they should be. They have written me that we shall get a complete reprinting of the Fall Issue - 700 copies - gratis and that they will pay all expenses connected with the replacement work.

I hardly know what to think about future business with the same printers. The most important consideration seems to be their whole-hearted readiness to correct their mistake and the fact that we get each issue printed by them for about one-half the price we would have to pay anywhere else.

Our renewal notice work has been held up by the defective copies problem and this means we are somewhat short on funds.

We have also run into complications in connection with the re-run of Volume 1, Number 1 at a San Jose print shop where it was originally ordered.

We have had to find another proofreader. Harriet had agreed to proofread for two years and that period of time is already up. She has completely recovered from her operation and is very busy with her job as Assisant Public Relationist for the Santa Clara County Medical Society. Our new proofreader is a guy who used to work at the Stanford Press with Harriet a number of years ago. He is very competent but proofreading is now an extra expense.

Expenses seem to be going up in all directions. Now that the volume of work is such that we cannot expect volunteer work to manage it. I have drafted a letter to Mrs. Morrison as you suggested, but have yet to send it. I find it hard to understand why Andy Kay has not written me a word about our request for financial help. At the moment I am inclined to skip putting any additional money into re-runs (except for Volume I, Number 1). Actually, there have been so many expenses connected with the Journal and the Association that I have had to take a $300.00 bite out of the Survey grant that Allport and you made available to me. I hope to get at the Grant Project as soon as possible, but it looks as though it will be a month or so hence.

The Spring, 1963, Issue of the Journal is already practically completed. So many manuscripts are now coming in, however, that it looks as if we are going to have to go on a three times a year basis for 1964. In the meantime, of course, there is the Charlotte Bühler Issue for Fall, 1963. A number of papers are already promised for it.

There is some feeling of relief of pressure in the fact that the new Pro-Tem Executive Board of the AAHP is doing such a fine job. But the transition is far from complete.

Recently I have been in contact with Harmon and several other staff members of the International Institute at Menlo Park. This is the LSD group. Harmon has submitted another paper on LSD. There is much interest in the relation of "peak-experience" phenomena and the LSD experience. Incidentally, have you ever taken LSD, and if you haven't, do you plan to?

In this connection I wonder ~~xx~~ whether you have been in contact with the International Federation for Internal Freedom, Charles River Park, Suite 3G, Zero Emerson Place, Boston 14, Massachusetts? Timothy and Leary and others are in the group and I have just received a lot of literature from them.

I tried to get an extra copy of your Summer Notes from Andy Kay at least six weeks ago, but have had no reply. I needed the copy for Editorial work. Our proofreader recommended that we have your own material ~~xxxxxxx~~ typed up locally and that is what we are doing. Otherwise it would complicate our relationship to the printers. I shall bill you for a part of the typing job.

Thanks for your copy of the New Frontiers paper. I would like to have another one, if possible. It must be very gratifying to you to announce ~~xxxx~~ the end of your mailing list phase and to recommend that a transfer be made to the AAHP. It was an extraordinarily valuable tool.

An interesting related event is the emergence of a Humanistically-oriented group of professionals and non-professionals in this area. I no longer have the feeling of "local" isolation. And, of course, the new group is only a beginning of a tremendous development.

Dorothy Lee wrote from San Fernando Valley State College, somewhere in Southern California, recently and said that she wants to see me when she visits the Stanford area at the end of this month. I have thought only once or twice about a replacement and possible extension of our Board of Editors. Do you have any suggestions at this time?

At our Executive Members meeting here, February 9th and 10th, we voted against sponsoring a series of six or eight seminars at Mike Murphy's Hot Springs, Big Sur, California. The reason for this was a report by Joe Adams and information from others about a scandal that ~~this some,~~

was reported in some, but not all newspapers. Apparently, following some of the Seminars in previous series, there was mixed, in the nude, bathing, ~~xxxxx~~ midnight and after. Kim Novak, the movie actress was asked in London whether she had participated and said "No." The report, however, did appear in London Newspapers, and so forth. Mike Murphy, who is a very nice guy, has put a stop to the Midnight Bathing through a strict 6:00 PM curfew. The damage is done, for the time being, nevertheless, and all of us felt that the situation should settle down a bit, before the AAHP officially sponsors anything at the Big Sur Hot Springs in California. It was agreed that any member who wished to participate ~~xxxxx~~ independently, could and should do so.

Affectionately,

TONY

AJS:kg

BIG SUR HOT SPRINGS, BIG SUR, CALIFORNIA PHONE BIG SUR 2854

Wednesday, March 13 1963

Dear Tony:

Although the idea of an entire seminar series sponsored by the AAHP is off, we still are interested in the same kind of topics. I have just read Maslow's books and articles in your journal and want definitely to center a couple of seminars around his broad vision of personality and motivation. I would appreciate greatly any suggestions you might have as to possible leaders of such seminars. I want mk also to organize one around the idea of applying the insights of depth psychology to the problems of the cold war, regarding nations much as we regard individuals. If I could talk to you sometime again about these ideas, we might do more cooking and hatching.

We have decided to go definitely in the direction of therapy down here, with psychiatrist and psychologist in residence - both physical and mental therapy, aligned with the deeper processes of psychological-spiritual growth. Therapy plus psychogogy, we could call it perhaps. We have a Registered Nurse here now, as well as the people to run a continuous craft program and a program of meditation. We want the place to cater to the whole man.

So we are looking for a psychiatrist to live and work here. That person could invest if he likes in the place and share in the overall management. We have borrowing power against the land, but will not build anymore until a staff and program are set. We are not in a hurry, but want rather to scan the field xxxx thoroughly for the right people. Again, we would greatly appreciate any suggestions from you on psychiatrists who might be interested. I could travel as far as Los Angeles to talk to anyone who seemed a likely possibility.

Hope to see you soon. I will be driving to San Francisco next Tuesday, the 19th, and could stop by then if it was a good time for you. Or coming back Friday, the 22nd. If I do Not hear from you, I will phone as I pass through.

Mucho gusto,

Mike

Mike

BIG SUR — BETWEEN THE SANTA LUCIA MOUNTAINS AND THE SEA

Encl. to 3/13/63

STATEMENT FOR FALL SEMINAR SERIES BROCHURE

Biology, paleontology and anthropology have revealed a life-process which has given rise to forms possessing ever richer consciousness. New psychologists like Abraham Maslow, Erich Fromm, Gardner Murphy and the Existential therapists have begun to describe a human nature which inherits the evolutionary impetus, along with immense possibilities for further development.

This emerging view of man could in time energize a new step in human evolution. But this will not happen - or at least happen fully - until more exploration is done into the nature of human possibility and until certain changes take place in society-at-large. There will have to be a double advance, encompassing both inner discovery and social change.

For this advance will need the kind of peace which would liberate the immense energies invested in national defense; it will need better protection for the individual's right to explore strange new ways of seeing and being and will require a more general sensitivity to the limited and fragile resources of our physical environment. The work for peace, for the protection of civil liberties and for the conservation of natural resources must go hand in hand with the new psychology. The theme of this seminar series is the mutuality of individual and social growth.

March 19, 1963

Dear Abe:

Thanks for your note on Josey's paper. I shall write him about a revision.

In my recent long letter, I did not have time to elaborate on Mike Murphy's Big Sur situation. Several of us here to participate in his series of seminars, under the sponsorship of AAHP, will participate indopendantly, in view of the vote last month against sponsorship by the AAHP. There was much more to the situation at Big Sur than the mixed bathing in the nude at midnight, as you might guess. Mike Murphy is working very hard to correct the situation which developed several months before I heard about it. I talked with him this week. He is busy with clarification of the general orientation at the Hot Springs, with a view of setting up some sort of Foundation. I am helping him in whatever way I can. He is a nice guy and I do want to see him get on a solid footing.

We are waiting for the shipment of an entire new order of Journals for Volume II, Number II. The defective copies problem was much worse than we thought at first. There were nearly 200 defective copies in the remainder of the order which arrived here about the first of February. Altogether, we have had to take care of perhaps 75 replacements. The printers are making every effort to send us a top quality duplication, and, as you know, it will be gratis. They will also pay the expenses connected with the replacements. Assuming that the new shipment is O.K., we stand to be ahead by about 500 new copies of Vol. II, No. II. This is equivalent to a re-run and is worth around $600. No one has threatened to cancel a subscription because of our defective copies, so we assume that there will be no great net loss of good will.

We are proceeding with a re-run of Vol. I., No. I., after a whole series of complications. It should be ready in five weeks. This is the re-run that Paul Lloyd has already covered with a check.

The preparatory work for the AAHP August 28th meeting in Philadelphia is going ahead full steam. Bugental has a lot of drive and has initiated a whole series of things already. However, am disturbed about one development and that is the program for our Philadelphia meeting. It was my understanding at the conference, and everyone seemed to be in agreement, that you would be asked to give the keynote address. I was therefore surprised a few days ago to learn that Norma Rosenquist, our Pro-Tem AAHP Secretary, had received a copy of a letter from Bugental to Winthrop, in which Winthrop was asked to become the Program Committee Chairman and urged, by Bugental to get in touch with me with a view to my being the keynote speaker. I was upset by this because it was contrary to what we had agreed upon at the conference. In the strongest possible terms, I had emphasized the obvious fact that you, as the prime-mover, the head of the whole third force development nationally and internationally, were the logical person for the official, general meeting that would launch the Association. The only thing I would consent to was my willingness to add "Amen!" to your talk. Furthermore, I took it for granted that you would want to give a title to the afternoon hour or so devoted to the Psychology of Being, since it is your baby. I called Winthrop to make sure that there was no misunderstanding. You must be our keynoter! And I trust your judgment more than any one else's as to what the general theme of the meeting and your talk should be. It is an opportunity for you to formulate a comprehensive perspective for Humanistic Psychology. Please don't ~~xxxxxx~~ turn this down!

What do we do about our Board of Editors? We have to order new stationery very soon! Dorothy Lee is out. (Incidentally, she is the most difficult dame I have ever dealt with in my life. A couple of weeks ago, after months of silence following my acceptance of her resignation, whe wrote me a note from San Fernando Valley State College saying that she was going to ~~xx~~ be in the Stanford Area March 31st and April 1st, and could I arrange for a visit. I gave her two alternatives, expressed my preference, and stated the time. She wrote back, obviously offended, and said that she wouldn't see me because she had wanted a visit, rather than an appointment. Ye Gods! I got mad and wrote her a blast.) One possibility has come up since you wrote me about a proposed section of the Journal that would take care of minor items of high quality or significance - a what-not miscellaneous section, so to speak, including your witty "non-knowledge" stuff. Bugental, who has already informed

me that he cannot be the first elected President of AAHP because of other committments, has also urged me to set up a section similar to what you suggested. He offered to serve as Editor, in case that was agreeable. He has many qualifications for it the editorship of such a column. Can you give me your views on this? Also, while we are talking about an expansion of the Board of Editors, I would like to put in a vote for Dr. Richard Kilby. Dick is at San Jose State, and has been very helpful in editorial work. It is something he likes, and does very well. Also, his work in comparative values studies is becoming quite a significant contribution. Several years ago he made a values study of college students in India where he was on a Fullbright. He has made another comparison of American students with Asiatic students in study that he has submitted to the Journal of Abnormal and Social. This came out of his stay in Japan last summer, where he enlisted the cooperation of five of the leading universities there. If the Journal of Abnormal and Social doesn't accept his work, we may get it. Dr. Joe K. Adams, who on our Board of Editors, works very well with me on the things I assign to him. He has also done a tremendous amount of very good work for the Association. I mention Joe only because I haven't said much about him before, to my recollection. Can you let me know what you think about expansion now, and who? Also, let me know how we might go about an addition or two. I can't do this alone and I wonder whether we need to poll the entire Board of Editors at this time.

There was a strong push for separating AAHP from Brandeis at the conference last month. I suggested that this be considered over a period of three years. Brandeis, of course, may have some views on how this should be accomplished. I doubt that we would be denied Federal tax exemption, if we went about it in the proper way. In the meantime, the Federal tax exemption arrangement that we have with Brandeis is vital. I wouldn't like to see this move jeopardize any transitional financing that might come from Brandeis for the Journal. Perhaps you have some views on these matters that should be expressed before too many things are crystallized by the Executive Board.

LSD activity is booming in this area. Within the next month I expect to work out an arrangement for an LSD experience for myself. Recently, I received a lot of literature from IFIF, the International Federation for Internal Freedom. I take it for granted that you know about it. Leary and his associates are certainly pushing a comprehensive research program. I don't know whether you have had LSD, already, yourself, but it is going to be hard to talk about "peak-experiences" if one has not gone through the LSD process, himself, according to the way I see things now.

Affectionately,

AJS:kg

March 27, 1963

Dr. Abraham H. Maslow
Psychology Department
Brandeis University
Waltham 54, Mass.

Dear Abe:

Thanks for your note and the extra copy of your "Frontier Problems" paper.

I agree that Allport, Murphy, and Fromm belong on our Board of Editors. But may I suggest that the possibilities of their accepting our renewed invitation would be enormously improved if you were to do the inviting? I shall be glad to join you, of course, and I am sure that others on our Board would also be glad to cooperate. You are hereby appointed for this project, and you can use your own judgment as to what you will say and who, if anyone, will say it with you. This is the most realistic view I can take of the expansion problem.

I like the others you name as possibilities. Are you hesitant about them because of the feeling that there should be a maximum number? Or what?

At our February 9-10 AAHP Executive Board meeting, several minutes were spent discussing the list of names in your general definition. In the course of the discussion, Joe Adams pushed for the inclusion of Asch and Wertheimer in the general definition of Humanistic Psychology, and there was nothing I could do to keep them out, especially because Rogers and Buhler agreed with Adams.

I notice the absence of David Saillie from your list. I don't know anymore about him now than I did a year or so ago, when he was recommended (by Moustakas, I believe).

A new Journal section now seems to be a necessity. (I say "necessity" because small items are coming in which should be published somewhere, and our Journal seems to be a good place for them.) I'm having trouble thinking of a good title for the section. It could include notes on authors, various kinds of information such as AAHP announcements, etc., etc. Sugental has already informed me that he will not be able to be our first elected President. However, he independently recommended a section along the lines just indicated and volunteered himself as a candidate for the editorship of it. We shall have to settle this thing very soon, because the Spring Issue, 1963, is ready for the printers. Do you have someone in mind for the new section, in view of your having recommended it? Can you give this thing your early, early attention?

With warm regards,

Tony

AJS/ms

1314 Westwood Boulevard
Los Angeles 24, California

April 4, 1963

To the Membership of the
AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY:

It is my satisfaction as your president, pro-tem, to greet you and tell you of our organization's getting under way. We hope that this first year of activity will serve as a pilot program to help us find out how we can best develop and facilitate the emergence of the "third force" in psychology. Your participation in this project is genuinely needed if we are to be other than another organization with its own routine of meetings and hierarchy of devoted functionaries who try to satisfy a large group of relatively passive members.

In that last sentence is implied my own hopes for AAHP: I hope we can be creative in administration, programming and other activities so that we can truly become a lively and enlivening influence in what I hope is to be a renaissance of man's concern with man.

In February, the officers and some of the Board of Directors met in Palo Alto to think about AAHP's mission and program. Present were:

Richard Kilby .....Vice-President, pro-tem
Norma Rosenquist.....Secretary, pro-tem
Dorothy Lamb.....Treasurer, pro-tem
Anthony Sutich.....Secretary of the Organizing Committee and Member, Board of Directors
Joe K. Adams.....Member of the Organizing Committee and Member, Board of Directors
Charlotte Buhler.....Director
Carl R. Rogers.....Director

and the undersigned.

Probably the most important action taken at this meeting was the development of a plan for a workshop meeting to be held the day prior to the American Psychological Association's meeting, i.e., in Philadelphia on August 28, 1963. An announcement for this workshop will be mailed to you soon. Please try to join us, and pass the word to others.

One other action of this Board meeting that is immediately pertinent: Dues were set for the current calendar year at $3.00. Please respond to the enclosed dues' statement promptly, since our current expenses are unavoidably exceeding our income.

A word about our financial picture is in order: To date sizable proportions of the expenses of both AAHP and the Journal of Humanistic Psychology have been met from private contributions. The Board believes we should move toward becoming self-sustaining as rapidly as possible. You should know that each member of the Board paid his own expenses to attend the Palo Alto meeting, and all will pay their own expenses to take part in the Philadelphia workshop. The Association is a non-profit, federal-tax exempt, organization, and donations, grants and/or other contributions are tax deductible.

The Board is currently working on final revisions of the Articles of Association (Constitution) and the By-Laws. The former will be submitted for your ratification and the latter for your information in the next few months. Also, you will receive a ballot so that the first formally elected officers may be installed in Philadelphia.

Something of the spirit of the way we see AAHP is reflected in provisions being written into our governing documents, and I want to comment on this aspect even before you see the papers themselves. We are endeavoring to make the provisions for membership, for administration, and for programming as simple and uncumbersome as possible. We want to encourage the participation of a wide variety of people with a full spectrum of backgrounds. We hope that much of the life of AAHP will be expressed through informal functioning and wide-open communication. We are convinced that over-institutionalization is a fungus that could devitalize what must be a vigorous, experimental undertaking if it is to serve truly the ends for which it was created.

As an example of, and instrument for, this purpose, you'll find enclosed a supplement to the membership roster you received with the November "Progress Report". You are encouraged to develop contacts with others interested in Humanistic Psychology in your own area and to encourage those not now AAHP members to join us. A national (beginning to be international) society cannot, by its very nature, be a sufficient means to forward the "third force".

A request: Keep us informed of what you do in your own area. We'll try to develop a newsletter which will pass the word along to others.

An admonition: the name, "American Association for Humanistic Psychology", may not be used in any public announcements without the prior approval of the Board.

I heard some years ago that a group of "brass instrument" psychologists decided they wanted their own organization and so founded the "Society of Experimental Psychologists". As they grew a bit older and less active in the laboratory, a younger group decided they would organize their own body but with significance to name it the "Society of Experimenting Psychologists". I don't know whether this is apocryphal or not, but it parallels a nagging thought I've had for some time: Shall we call ourselves "humanistic psychologists" or "human psychologists"?

See you in Philadelphia,

J. F. T. Bugental
President, pro-tem

JFB:IR
Enc.

For Immediate Release

HUMANISTIC PSYCHOLOGISTS ORGANIZE:
INVITE LIKE-MINDED TO JOIN THEM

Announcement has been made of the creation of a national interest group for those interested in the advancement of a humanistic viewpoint in the behavioral sciences. "The American Association for Humanistic Psychology is an organization of professional men and women from Psychology and other fields, who are interested in participation in activities appropriately related to the furtherance of Humanistic Psychology." according to J. F. T. Bugental, the pro-tem President of the new group. Other pro-tem officers are: Richard Kilby, Vice-President; Norma Rosenquist, Secretary; Dorothy Lamb, Treasurer.

"Humanistic Psychology may be defined as the third main branch of the general field of Psychology (the two already in existence being the psychoanalytical and the behavioristic) and as such, is primarily concerned with those human capacities and potentialities that have no systematic place, either in positivistic or behavioristic theory or in classical psychoanalytic theory: e.g., love, creativity, self, growth, organism, basic need-gratification, self-actualization, higher values, being, becoming, spontaneity, play, humor, affection, naturalness, warmth, ego-transcendence, objectivity, autonomy, responsibility, psychological health, and related concepts. This approach can also be characterized by the writings of Goldstein, Fromm, Horney, Rogers, Maslow, Allport, Angyal, Buhler, Moustakas, etc., as well as by certain aspects of the writings of Jung, Adler, and the psychoanalytic ego-psychologists, existential and phenomenological psychologists." explained Anthony J. Sutich, Secretary of the Committee on Organization of AAHP and Editor of the Association's Journal of Humanistic Psychology. Other members of the Organizing Committee are: Joe K. Adams, Dorothy Lee, Abraham H. Maslow, and Clark Moustakas.

A distinguished group serves both as a Board of Editors for the Journal and as Board of Directors of AAHP. This group is composed of: Joe K. Adams, Charlotte Buhler, Hadley Cantril, Kurt Goldstein, Robert Hartman, S. I. Hayakawa, Aldous Huxley, Sidney M. Jourard, Dorothy Lee, Abraham H. Maslow, Rollo May, Clark Moustakas, Lewis Mumford, Harriett O'Neill, Ira Progoff, David Riesman, Carl R. Rogers, Ernest G. Schachtel, Anthony J. Sutich, and Henry Winthrop.

Applications for membership are invited from professional people interested in this growing area of the behavioral sciences. For application forms, further information, or subscriptions to the Journal, write to the Association's temporary Business Office, 2687 Marshall Drive, Palo Alto, California.

TYPESCRIPT April ? Maslow "63" 2 pages

BRANDEIS UNIVERSITY
Waltham 54, Massachusetts

Dear Tony

I'm still trying hard to retire from the world & into my (beautiful) cave, so whatever you can spare me, please do - including honors. I'm just bursting with the things I want to write & I have so little time for it. This goddam "ivory tower" of academic life takes a fearful amount of time. Well I'm learning. And getting more & more efficient at saying "No.:

So --- I would prefer not to be the keynoter or prime-mover at Philadelphia. You are the one for it. Also I hope in general that there won't be any tendency to have One Big Leader in this 3rd Group. Spread it around. In this way we'll be spared all the troubles of sectarianism, of personal loyalties, etc. that have plagued the various clinical groups, the Hull-Skinner, et.al. groups. I'm going to be there but I'd much rather we were a collaborating group of friends & colleagues, without any one leader. I'd be glad to talk (try & stop me) but informally & preferably in dialogue form. As a matter of fact I'd be very glad to chat on the non-need for leadership -- or rather - LEADERSHIP; on the difference between collaborating scientists & feuding sectarians who like my baboons, just have to be King of the Hill - any hill.

I too am glad Dorothy Lee is out. She turned out to be a nut, it looks like. As for Bd. of Editors, you ought to appoint anyone who really helps you. It does make sense, as with some Journals I'm on, to differentiate the working staff of Associate Editors from the Board of Consulting Editors. For instance look up Journal of Nervous & Mental Disease. Editor-in-Chief should have power on his own to nominate Associate Editors, e.g. Kilby, Adams, Bugental, etc. The latter group ought to be eminent contributors to the field, sponsors you might say.

Let's talk about Brandeis when we meet. Meanwhile best to wait for off chance that Sachar might help Journal financially.

Better if you write Allport, Murphy, Fromm, etc. for complicated reasons we'll discuss face to face. As for Wertheimer on list of defining people, absolutely yes. I don't know why I didn't think of it. Asche I don't think belongs. He's a very good Gestalt psychologist (I offered him a Professorship at Brandeis) but he's really too narrowly academic & sectarian gestaltist. There is much of what Hum. Psych believes that he would simply label crap. He may change in the future. Meanwhile it would be a mistake & I think he'd reject it anyway.

Abe

Marginal note on page 2:

Section for Smaller Pieces sounds fine.

Brandeis University
Brandeis University
Waltham 54, Massachusetts

file: Maslow & Grant.

March 2 April? 63

Dear Tony,

I'm still trying hard to retire from the world & into my (beautiful) cave, so whatever you can spare me, please do — including honors. I'm just bursting with the things I want to write & I have so little time for it. This goddam "ivory tower" of academic life takes a fearful amount of time. Well I'm learning. And getting more & more efficient at saying "No."

So --- I would prefer not to be the keynoter, a prime-mover at Philadelphia. You are the one for it. Also I hope in general that there won't be any tendency to have One Big Leader in this 3rd Group. Spread it around. In this way we'll be spared all the troubles of sectarianism, of personal loyalties, etc that have plagued the various clinical groups, the Hull, Skinner, et al. groups. I'm going to be there but I'd much rather we were a collaborating group of friends & colleagues, without any one leader. I'd be glad to talk (try & stop me) but informally & preferably in dialogue form. As a matter of fact I'd be wrangled to chat on the non-need for leadership — or rather — LEADERSHIP; on the difference between collaborating scientists & feeding sectarians who like my baboons, just have to be King of the Hill — any hill.

Section for Smaller Pieces sounds fine.

I was so glad dorothy here is out. She turned out to be a nut, it looks like. As for Bd of Editors, you ought to appoint anyone who really helps you. It does make sense, as with some journals. I'm on, to differentiate the working staff of Assistant Editors from the Board of Consulting Editors. For instance look up Journal of Nervous & Mental Disease. Editor-in-Chief should have power on his own to nominate Assistant Editors e.g. Kelly, Adams, Bryant, etc. The latter group ought to be eminent contributors to the field, sponsors you might say.

Let's talk about Brandeis when we meet. Meanwhile best to wait for off chance that Sachar might help Journal financially.

Better if you invite Allport, Murphy, Fromm, etc., for complicated reasons we'll discuss face to face. As for Westheimer on list of defining people, absolutely yes. I don't know why I didn't think of it. Aside I don't think belongs. He's a very good Gestalt psychologist (I offered him a Professorship at Brandeis) but he's really too narrowly academic & sectarian gestalter. There's much of what Hum. Ψ believes that he would simply label coups. He may change in the future. Meanwhile it would be a mistake & I think he'd reject it anyway.

Abe

505

April 29, 1963

Dr. Erich Fromm
180 Riverside Drive
New York 24, New York

Dear Dr. Fromm:

On several occasions during the past two years, Dr. Maslow and I have discussed or corresponded about your relationship to the Journal of Humanistic Psychology. This matter has been discussed with others, as well. You will recall, I am sure, that you were invited to become a member of the Board of Editors of our Journal before our first issue appeared, and that you declined. Your reasons were clearly relevant, but disappointing to us, nevertheless. During the more than two years that have elapsed, the Journal has established itself as a permanent and rapidly expanding outlet for psychologists and others identified in varying degrees and ways with "third force" developments. (We have ordered 800 copies for the current issue, Spring, 1963, and our subscription list includes such distant places as Ethiopia and Tasmania.)

Moreover, shortly after the Board of Trustees at Brandeis University agreed to sponsor the Journal, and thus give it Federal Tax exemption, it became clear that an organization was necessary to deal with the large scope and variety of humanistic activities in psychology and related sciences. As you probably know, this organization is now a reality. The first national meeting of the American Association for Humanistic Psychology will be held in Philadelphia on August 28th of this year, one day before the opening of the American Psych-

ological Association's annual convention, which is to be held in the same city.

So much is going on and is projected in relation to Humanistic Psychology, that it would take us too far afield to report here. Suffice it to say that the Journal is a vital expression of these developments. And more than ever, it is our conviction that you belong on the Board of Editors. It seems, appropriate, therefore, to again invite you to become a member. In this connection, we cite our experience with Dr. Carl Rogers. He had declined our invitation, initially, but accepted membership on the Board after we had demonstrated that the Journal was a firmly established publication.

Dr. Maslow and the other members of the Editorial Board join me in hoping that we may have a favorable reply from you.

Sincerely yours,

Anthony Sutich,
Editor

AJS:kc

file

THE MENNINGER FOUNDATION

A NON-PROFIT CENTER FOR TREATMENT AND PREVENTION, RESEARCH AND PROFESSIONAL EDUCATION IN PSYCHIATRY

Topeka, Kansas

May 2, 1963

Dr. Anthony Sutich, Editor
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

Dear Doctor Sutich:

I appreciate your kind letter of the 24th.

I have checked at the library here and find that the Fall, 1961, issue is the only one ever received. The librarian is writing to ask what has become of the 1962 issues.

In the 1961 issue that we have here I do not find anything that seems to me to warrant the appearance of a new journal. I realize the difficulties; in fact, I have at one time or another edited three different journals. I think there are too many of them, and as I have indicated to you I think that we are developing fractionation in psychology under the guise of new names. This can be very constructive, but it can also be otherwise, depending on circumstances. I don't really believe that feeling as I do I would be of any use to you. If the time comes when I feel that a vigorous new movement can be launched without competing with other good movements that already exist, I would certainly be in for a change of mind.

Cordially yours,

Gardner Murphy

Gardner Murphy

GM:ds

May 3, 1963

Dr. Abraham H. Maslow
Department of Psychology
Brandeis University
Waltham 54, Massachusetts

Dear Abe,

I have tried to write you for a week, but without any success.

First, about your Synergy article. I am glad you are going to work it up into a lecture.

Second, the Spring Issue (Volume III, Number 1) is at the printer's in Holland. We expect the galleys any day.

We have received the entire duplicate order (gratis) of the Fall Issue, that had so many defective copies in the first order. The printers will reimburse us for $93.00, which was the basic cost of handling the defective copies problem (notices, mailing costs, etc.). To the best of our knowledge, everyone who received a defective copies notice, and notified us, has had his copy replaced by a good one.

We have just received the 500 copy rerun of Volume I, Number 1, for which Paul Lloyd donated the money.

I wrote Lucille Morrison a long, chatty letter, in which I asked for a contribution, mostly for promotional purposes, such as your recommended ad in the New York Times.

Although several weeks have passed, I have not heard from her.

The financing problem is a devilish one. I have tried several things in recent weeks, but without success. Fortuneately for the Journal, it has been possible to borrow some money for it from the survey grant. This has already reached a limit. We are all waiting hopefully for some kinds of assistance from Brandeis, even though you have indicated the odds are against us, in that quarter.

I wrote an invitation to Fromm, Allport and Murphy. Thus far, only Murphy has replied. He declines and says, "In the issue that we have here, I do not find anything that seems to me, to warrant the appearance of a new Journal. I realize the difficulties; in fact, I have mxx at one time or another edited three different journals. I think there are too many of them, xx and as I have indicated to you I think that we are developing fractionation in psychology under the guise of new names. This can be very constructive, but it can also be otherwise, depending on circumstances. I don't really believe that feeling as I do I would be of any use to you. If the time comes when I feel that a vigorous new movement can be launched without competing with other good movements that already exist, I would certainly be in for a change of mind." I think it would be a waste of time to reply to his objections.

Last Sunday evening I had the opportunity to meet Dr. Timothy Leary, the Harvard Psychology Professor, who created such a stir last year with his psychodelic chemicals' experiments. He is very friendly toward you. During the course of the meeting here, (which included three psychiatrists and seven clinical psychologists among the twenty present) he said you were favorable toward the experimentation going on, but that you did not care to participate personally. Leary had just flown in from Los Angeles the day before, where more than forty physicians volunteered to help out. Leary said that he was impressed by the open-mindedness of people on the coast in comparison with the people in Boston. It would take hours to report on the many phases of psychedelic development in this area during the past six months, or so. There is a great deal of curiosity as to when Maslow is going to take LSD, psilocybin, or any other psychedelic. I have had one shot of LSD, but it was a dud because the minimal dose simply wasn't strong mxxxxxx enough for me. I am to have another session with a considerably larger dosage in the near future. You can be sure that I shall report to you immediately on it.

I have referred clients to the Menlo Foundation for LSD with very good results. Unfortuneately, the MXXX Menlo organization asks for $500.00 for the experience and this price is out of the reach of most people. In fact, the hotel that

the Leary group now rents in Mexico, 100 miles north of Acapulco, offers board, room and all of the various psychedelics one cares to experience for a whole mxx month at a cost of $200.00!

The preparations for the AAHP workshop in Rhix Philadelphia are going ahead steadily. We expect another packet of material to go out to the general membership within a week or ten days.

Please don't forget that I want a paper from you for the Buhler issue. The deadline is August 15th.

With warm regards,

Tony (K)

AJS:kc

May 17, 1963

Dr. Abraham H. Maslow
Psychology Department
Brandeis University
Waltham 54, Massachusetts

Dear Abe:

Almost all of the AAHP people around here want to change the Association from Brandeis sponsorship to xxx independent status as soon as possible. The consensus is that it should be done within three years, perhaps five at the most. Therefore, since independent status for AAHP would mean sponsorship and control of the Journal would be included, it occurs to me that Sachar might be more willing to help us if he were able to stipulate a three year limit for our proposed budget arrangement.

I suggest that you see Sachar again in order to inform him about a time limit, without necessarily telling him that the Association, and therfore the Journal, may decide to go independent, eventually. It is no easy thing to get federal tax exemptions nowadays, and I have informed our people around here about this. It is possible that the xxx whole idea will be given up rather quickly once the move is made. Moreover, the general membership may not go along with this idea, at least in sufficient numbers to create the basis for any kind of negotiation with Brandeis on this issue. I have recommended that the independence issue be soft pedaled for the moment, in order to avoid jeopardizing much needed help from Brandeis.

Our financial sitation is extremely serious. I pointed this out to Mrs. Morrison yesterday, as realistically and delicately as I knew how. I do not know what she may do. There are a lot of Brandeis women in the Bay Area, who are members of a national women's committee, which works for the benefit of the Brandeis University Library. They put on book fairs, fashion shows, etc. and have a local chapter. For a long while I have held off getting

in touch with any of them in behalf of the Journal, for fear of stepping of Brandeis University's xxx financial toes. However, if the budget arrangement doesn't come through from Sachar, I shall contact them in this area, to see what they might do for us, unless you think otherwise.

Best regards,

Tony

AJS:kc

June 4, 1963

Dr. Abraham H. Maslow
Psychology Department
Brandeis University
Waltham 54, Massachusetts

Dear Abe:

I have had a hell of a time trying to find time to write you a few lines on what is going on here.

There is so much going on in connection with psychedelics in this area, that it would take several hours of conversation to cover developments. My own successful psychedelic experience, a week ago Sunday, was with Dr. Sherwood, who was one of the three authors of the paper you read a year and a half ago. Sherwood is a quiet, thoughtful guy who could serve very well in case you can't find someone in the East for your own psychedelic experiences. I would strongly recommend him to you.

Apart from the tremendous value of the psychedelic experience itself, I find it of extreme importance to be comfortable about the relationship of such experiences to your entire theoretical work on peak-experiences and so forth. I look forward to the time when you, yourself, will have had a psychedelic experience or under your belt. This is a top priority item.

It is hard to shift from the torrent of things I would like to talk about in connection with the psychedelics to the terrible financial situation we are in. Our financial condition was bad enough last fall, but it has become almost impossible since. The financing of AAHP activities has so burdened us here that we find ourselves in debt all over the place. There have been unexpected problems. For instance we did what appeared to be a good job of slightly revising the Articles of Association at our February Conference. Then, through some error of judgment on the part of the Los Angeles people, the Articles were re-written, deleted, or distributed through pages and pages of By-Laws and By-Laws appeared in the Association Articles, etc., etc. This has meant conferences, duplication work, mailing, etc., etc., etc. Something comparable has happened to the Philadelphia agenda and there is much correspondence and what-not going on in that connection. And so on.

The Spring Issue is at the printers. But the Fall Issue is not yet paid for; we are just now able to meet that bill, after all of the expenses connected with the defective copies. I have run out of personal cash, so for a number of months I have been footing secretarial bills out of the Grant Fund. I feel sure that neither you nor Allport will think poorly of this; it has been a simple case of Journal survival during this difficult period. I expect an eventual re-imbursement from the Journal or the Association. Enough of this.

The other side of the picture is that we have a donation of $100.00 from Mrs. Morrison, $56.00 so far from Summer Notes contributors, dues from new AAHP members, new subscribers to the Journal (unfortunately, we have not been able to get enough cash money to put an ad in the New York Times, as you suggested), a new Emergency Financing Committee of the AAHP and tomorrow Harriet O'Neill starts working on fund raising for the Journal.

I am sorry about burdening you with so much moan and groan stuff, but outside the office force there is no one with whom I can freely and fully share the current pressure. Many thanks for your services in this regard, and bill me if you dare!

With my very best wishes for a Mt. Everest experience in your psychedelic ventures,

Tony

AJS:kc

August, 1963 511

Please Post

CALL TO THE FIRST MEETING OF THE

AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

You are cordially, yet URGENTLY, invited to participate with us in this meeting which we hope will become an important impetus to the

RENAISSANCE IN HUMANISTIC PSYCHOLOGY

WHERE: Independence Room, Sheraton Hotel
Philadelphia, Pennsylvania

WHEN: Wednesday, August 28, 1963; 9 a.m. - 4:45 p.m.
(the day prior to American Psychological Assn.)

WHO: All members of AAHP and their spouses.
Others seriously interested in humanistic values in the behavior sciences.

* * * *

PROGRAM

8:30 - 8:45 Registration

8:45 - 9:30 Opening session
The "Third Force" in American Psychology
A. H. Maslow

9:30 - 10:00 Discussion groups*
Identification of key issues in the current development of humanistic psychology

10:00 - 10:30 General session
Reports from discussion groups of issues identified

10:30 - 12:00 Task groups*
Available resources for dealing with issues facing humanistic psychology

12:15 - 1:30 Luncheon

1:45 - 3:15 General session
Reports from task groups

Panel discussion
A. H. Maslow — S. I. Hayakawa
Charlotte Buhler — Clark Moustakas
Anthony Sutich — Rollo May
Moderator: J. F. T. Bugental

(*Panel members will be divided among the discussion and task groups to participate in their work.)

3:15 - 4:15 Business Meeting

4:15 - 4:45 Epilogue
Clark E. Moustakas

REGISTRATION CLOSES AUGUST 5

Registration blanks enclosed; or, write to: Norma Rosenquist, Secty., American Association for Humanistic Psychology, 2637 Marshall Drive, Palo Alto, California.

PASS THE WORD!

FILE

August 13, 1963

Dr. A.H. Maslow
76 Kingswood
Auburndale 66, Mass.

Dear Abe,

Many thanks for your wire regarding Shoben's letter.

I am sending copies of Shoben's letter and my reply to Jourard, Buhler and Rogers. Jourard will be our first elected president. Shoben is president elect. This is off the record information, which Norma Rosenquist will soon announce officially.

Our meeting in Philadelphia is very promising. There are sixty-three registered already.

A local accountant, who happens to live on Marshall Drive, is helping us to work up official Financial reports for the Association and the Journal. As of this date the Journal inventories may cover all outstanding obligations. The Association balance - a small deficit- is surprisingly good, considering expenditures relating to the Philadelphia meeting.

I don't think that Eisenhower, himself, had more details to take care of ahead of D°DAY than I have in connection with my own expeditionary force to Philadelphia.

Thought you would be interested in the wonderful enclosure.

In case you haven't seen a copy of "Psychology in the Wry", get it immediately! It's by Robert A. Baker. An Insight book by Van Nostrand. (paperback - No. 12)

I hope you are thoroughly well.

Affectionately yours,

TONY

ERICH FROMM
NEW MAILING ADDRESS:
PATRICIO SANZ 748-5
MEXICO 12, D. F.

August 30, 1963

Mr. Anthony Sutich
Editor
Journal of Humanist Psychology
2317 Marshall Drive
Palo Alto, California

Dear Mr. Sutich:

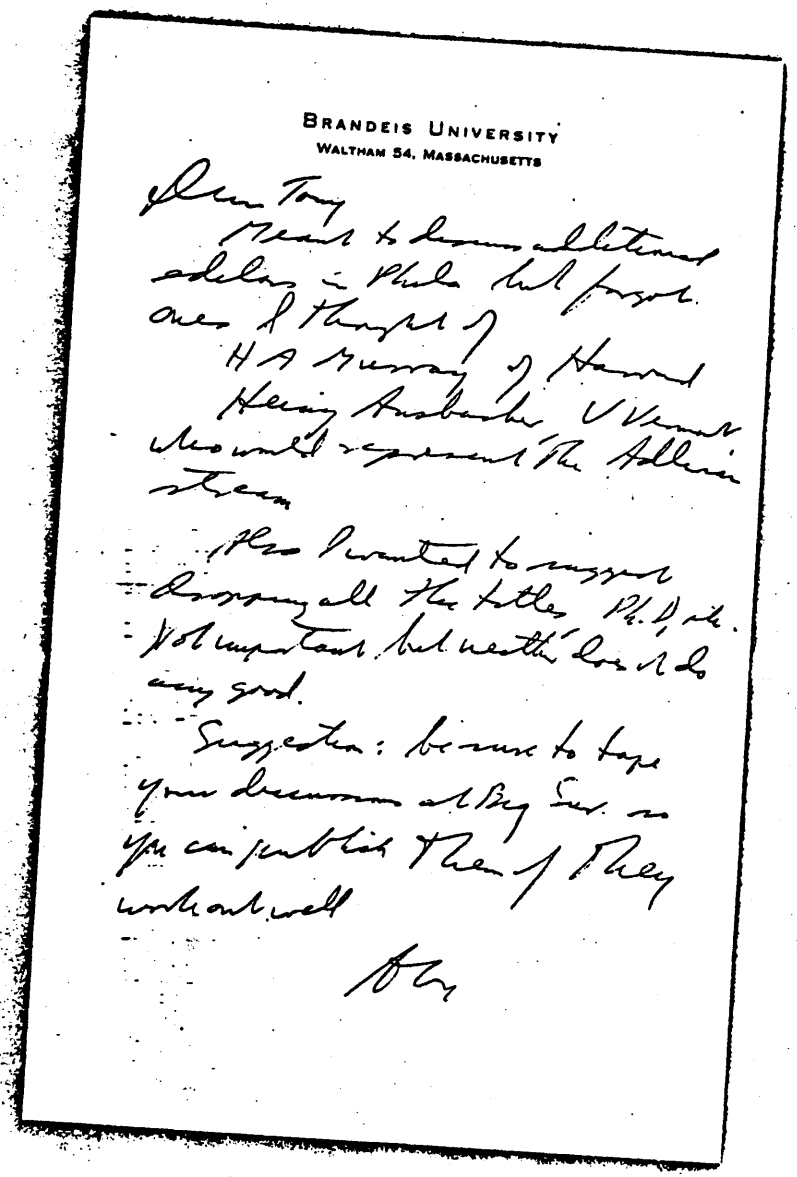
I apologize for the delay in answering your letter of April 29th. I have only just returned from a five months trip and found your letter.

Thank you very much for your interesting report on the Journal. My attitude as to being a member of the Editorial Board, however, has not changed.

Sincerely yours,

Erich Fromm

EF/eb



9/1963

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

Dear Tony

Meant to discuss additional editors in Phila but forgot ones I thought of

H A Murray of Harvard

Heinz Ansbacher V Vermont who would represent the Adlerian stream

Also I wanted to suggest dropping all the titles Ph.D. etc. Not important but neither does it do any good.

Suggestion: be sure to tape your discussions at Big Sur so you can publish them if they work out well

Abe

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

9/6/19632

September 6, 1963

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I have just talked with President Sachar; he wants again to delay discussion of support of the Journal because he is so busy with bigger things. He asked me to call him in December and he would have a decision by then. I could make nothing out of his manner so it is still an open guess. I told him about the Wesleyan University possibility and he made no reaction to that.

Everybody had a wonderful time at Philadelphia and I hope you enjoyed the triumph which you deserve. It is really all your doing and you should get complete credit for it.

Affectionately,

Abe

A. H. Maslow

AHM:vr

1 - Autech

9/6/1963 b

September 6, 1963

Dr. Edward Wilson
The Humanist Association
Yellow Springs, Ohio

Dear Dr. Wilson:

I won't have time to review "Spirits in Rebellion", but I think there would be several of our younger people who would enjoy doing it. I'll look around and let you know.

The Humanistic Psychologists very definitely include the Adlerians. Adler's work is one of the foundations stated in the definition of humanistic psychology. I think there is some movement to invite Heinz Ansbacher to be on the Editorial Board.

Could you do me a peculiar favor? About a year ago, I published a volume in the Insight Series published by Van Nostrand called "Toward A Psychology of Being". It is a very inefficient outfit and apparently they have forgotten to send out review copies to some of the journals that I asked them to. Could you find out if they sent a review copy to The Humanist because if they haven't, I would like to send one myself.

Very cordially,

A. H. Maslow

AHM:vr

September 9, 1963

Dear Abe,

We got back Tuesday evening after having buzzed up to New York and then to Chicago on the way back. This is truly a tremendous country.

The Philadelphia meeting was a marvelous experience for me, one of the highest spots in my life. It was wonderful to see you.

Miles Vich, the San Jose State Psychologist who came East with me and is now both business manager of the Journal and my number 1 editorial assistant, has spent most of the past 5 days with me, working out the transfer of the AAHP to our new Executive Board. Friday night we met with Norma Rosenquist and Jean Shutes our new and very capable AAHP Treasurer in order to complete this phase.

So much went on here in the way of unexpected crises and work preparatory to the Philadelphia meeting that I had no time to take full stock of the Journal situation. The Buhler Anniversery Issue has snow-balled into a giant size. It will probably have more than 250 pages! We can take care of this giant, but the mountain of manuscripts that has accumulated in the past few months calls for emergency action. As of this date we have more than a year's supply of publishable manuscripts, even if we go on a quarterly basis Jan. 1, 1964! I'm talking about our full size regualr issue for each quarter, comparable to the Spring 1963 issue. Some months back I had thought that it would probably be necessary for us to publish 3 times per year beginning in 1964. Now, after having counted up more than 40 manuscripts already here and many more promised shortly, I am not sure that even a quarterly will take care of the mounting pressure. Six time a year seems to be more like it. But how in the hell are we going to finance this? It will take at least $5,000 working capital to swing a quarterly and subscription rates will have to go way up to at least $8.00 per year. Growth is wonderful but ah those headaches!

I talked with Bob Knapp briefly a couple of times before and during the Board Meeting that Wed. night. He of course could not guarantee anything and expressed himself carefully and cautiously. I did get the impression nevertheless, that something very good is cooking.

Since our return from Philadelphia Miles and I have worked up and submitted to Lindgren and his AAHP Financial Committee a picture of the AAHP

and the Journal financial situations, and have forwarded a copy to Knapp. This picture was requested by Lindgren (San Francisco State) and committee in order to give them a basis for seeking financial help for both the AAHP and the Journal.

Our Journal is complicated by the fact that we must give up the Dutch Printers from whom we have been able to get a ½ cost printing of several issues. Unfortunately they butch up the President's English- or the Queeen's, since it is the Netherlands- and this has resulted in a couple of serious and justified complaints.

If we hear from Knapp in time about the "very favorable terms" Weslyan Press may offer us for printing the Journal, we will not send the Charlotte Buhler Issue to the Netherlands for printing. We don't have much time for this decision, however, because printing in Holland takes a god-awful three months at least.

What all this boils down to is that we are in a very fast rather than a slow boil situation as regards the printing of the Journal and the number of issues per year.

In the meantime, many thanks for seeing Sachar again. We shall keep our legs crossed until your December call to him.

Tony

September 25, 1963

Dear Abe:

I have just received a very promising--no guarantees--letter from Bob Knapp. There is a real lift in it. We are in a terrific bind at the moment; we don't have enough money to pay for the printing of the Spring 1963 issue, and the Buhler Fall 1963 issue is just about ready to go to the printer.

In principal "Growth Pains" are progressive manifestations; in practice, they just hurt like hell regardless. I welcome them, but someone should invent a painless growth method one of these days.

I understand that you, Mumford, May, and Knapp are getting together on Sunday, the 29th. This is wonderful news, not only in connection with Journal and Association finances but also with regard to long-range developments.

In view of my failure to get Murphy, Allport, and Fromm on a repeat invitation, I strongly urge you to go ahead with officially inviting Murray and Ansbacher for the Editorial Board. If anyone can swing this invitation it is you, and I hope you won't turn down this request.

Have you seen Bugental's article in the September issue of the AMERICAN PSYCHOLOGIST? After many a long year, one of our gang is allowed to appear officially. We are "in," man! All we have ahead of us is another generation of work. One of my clients, a very sophisticated gal who learned about Bugental's article, kiddingly said to me, "God help you! You have joined the establishment! Your pioneering days are over as far as Humanistic Psychology is concerned. Tell me, what are you going to get into next, now that you have become respectable?"

Affectionately,

Tony

THE UNIVERSITY OF VERMONT
COLLEGE OF ARTS AND SCIENCES
BURLINGTON, VERMONT

DEPARTMENT OF PSYCHOLOGY
WATERMAN BUILDING

October 26, 1963

Dr. A. H. Maslow
Department of Psychology
Brandeis University
Waltham 54, Mass.

Dear Abe:

In reply to your letter of the 24th, I feel really honored that you have asked me to join the Editorial Board of the Journal of Humanistic Psychology and am happy to accept the invitation. Thank you very much.

But I do hope it will mean only a minimum of work because, as you know, the Journal of Indiv. Psychol. keeps me busy enough.

Looking forward to seeing you at the New England meeting and with best regards for you and Bertha in which Rowena joins me,

Cordially yours,

Heinz

H. L. Ansbacher

Send to Tony Sutich

November 27, 1963

Dear Abe,

We have composed a letter to the Board of Editors, leaving out Ansbacher and Murray, as you suggested, regarding out terrible financial condition.

I am trying again to tap the American Psychological Foundation.

I have written to Paul Lloyd, Andrew Kay, Lucile Morrison, Bernard Rocca asking whether they are in a position to help out.

I called Jack Hilgard about the Ford Foundation as a possibility in view of Knapp's reluctance to call Clarence Faust or Al Zurich on our behalf. Hilgard is still a consultant to the Ford Foundation. He quickly and without any prompting suggested that I write to Faust and that I could use his name.

Miles and I plan to cook up a really large proposal, perhaps $50,000 or more in connection with the conversion of the Journal to a Quarterly. We understand we have to think big to approach the Ford Foundation. I want you to check the proposal before it goes out.

We are still trying to create the millenium - financially - and so far have gotten no where. The Buhler issue is ready for the press, but if you can get $2,000 from Sachar we can start printing immediately.

I'm still annoyed over the way the Hazen Foundation dragged out our negotiations with them before giving us the axe. Perhaps it was a serious error on my part to have counted so much on Knapp. Nevertheless his letters were of such a nature to warrant some hope.

In the meantime, subscriptions, renewels and manuscripts keep coming in day after day.

I wrote an introduction for Mrs. Owen's book; she phoned and said she liked it. I was somewhat critical at one point in the introduction but she didn't object. Many thanks to you for having made this opportunity possible.

Affectionately,

Tony

PHOENIX

NEWSLETTER OF THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY

DECEMBER , 1963

CONVENTION HIGHLIGHTS

By Miles A. Vich

Dr. Abe Maslow opened the first AAHP meeting with remarks on several problems that have created the climate for the present rise of third force psychology. The most pronounced problem, he said, is the narrowness and exclusiveness of contemporary American psychology, especially its avoidance of areas of human experience that seemed to be critically central to man's being. This "low-ceiling psychology" is associated with a severely limited definition of valid knowledge and objective science.

CONVENTION BACKGROUND

The American Association for Humanistic Psychology outgrew its "protem" status this year, and became an active organization with officers, goals, and problems.

The first meeting, held August 28, 1963, in the Sheraton Hotel at Philadelphia, was attended by over 100 members.

Highlights of an overview of the meeting by Miles Vich are given elsewhere.

Dr. Maslow spoke of the professional isolation experienced by himself and others who were interested in a broader and more human psychology which included the best of our knowledge of man, whether it be Freudian, Behavioristic or whatever. He described his situation as feeling, and occasionally being recognized as, "way out in left field." But with increased communication among like minds, he began to find that left field became home plate. A mailing list, which provided for the distribution of reprints, soon became too large to be practical. From this the Journal of Humanistic Psychology was born, produced almost single-handedly by Anthony Sutich, the Editor.

Dr. Maslow described a growing change in the Zeitgeist, characterized by:

1. The development of new concepts of human nature.
2. A closer look at some of the attitudes built into "objectivity" and "objective science."
3. The appropriateness of human experience as a subject for scientific psychology.
4. Looking with the "Third Eye"; the Bergsonian, Heraclitian view.

Dr. Maslow's suggestions for maintaining openness and creative flexibility in our organization include:

1. Retain a shifting and fluctuating organizational situation.

(see HIGHLIGHTS, page four)

Hunt For Funds Announced

The AAHP came into being as a meeting ground for psychologists who find neither psychoanalysis nor behaviorism congenial or challenging. If it is to be a vigorous association, it must rest on a firm financial base.

Before AAHP became formally organized, the brunt of the work and the cost was carried by Tony Sutich and a small group of hard-working like-minded volunteers. Now, the growth in membership, in publishing demands on the Journal, and in plans for future meetings, all call for a larger budget.

(see FUNDS, page three)

Names Chairmen

The president announces that, thus far, the following committee chairmen have accepted invitations to serve for the forthcoming year:

Financial . . . . . Henry C. Lindgren
Program . . . . . Stan S. Sargent
Development . . . . . Robert Knapp
Membership . . . . . Edwin Barker
Constitution . . . . . Ted Landsman
Editor of Newsletter . . . Pincus Gross

Program For Association Proposed

The program of the AAHP will, in the future, be diversified. It is intended, for example, that symposia be held at national and regional psychological associations, dealing with topics relating to man as a whole being, viz., laughter, love, growth, self-disclosure, etc. It is possible, too, that meetings might be held, comparable to the symposia of the Macy Foundation, where progress in research and thinking on selected topics will be reported by those working on humanistic themes.

It is planned, too, that workshops will be offered, in order to bring the humanistic-psychological approach into such disciplines as counseling and psychotherapy, teaching, nursing, personnel practices, and the like.

Psychologists in a given locale, as a matter of fact, can organize local informal "chapters" (the less organizational rigamarole, the better) in order to become better acquainted with one another's work and thought, and if such quasi-formal organization results in bolder and more rigorous research, more effective teaching and psychotherapy, so much the better.

The proposed programs for national and regional conferences will consume funds, which is one reason why we are seeking a larger membership, one which will involve itself more fully. As psychology drifts more toward empty professionalism and atomism, let us lend our support to a trend toward a profession which seeks to learn more about man as a growing human being with potentials that have not yet even been imagined.

VOLUME I NUMBER 1

PHOENIX is published quarterly as a newsletter by the American Association for Humanistic Psychology to inform members of the Association and other interests about activities of concern to Humanistic Psychology. The Association headquarters and publication address is Station A, P. O. Box 11772, Palo Alto, California. The newsletter editorial address is c/o Department of Psychology, University of Florida, Gainesville, Florida.

Editor Pincus Gross
Editorial Assistant Eileen Bernstein
Art Work Jo Palmer

editorial

With this first issue of PHOENIX, the American Association for Humanistic Psychology completes its round of organizational innovations for the year. Like other of our efforts to formulate our gropings for new approaches, fresh insights and broader perspectives, the newsletter reaches out tentatively in an unstructured way without establishing a rigid or, for that matter, any editorial line.

We would like to serve, first of all, as a medium for the dissemination of information about activities, events and ideas pertinent to our work as psychologists concerned with the human behavior of humans--a broad undertaking, that, to be sure.

Precisely because our field is so broad and precisely because, to the best of our knowledge, there is no other place that welcomes the deeply felt, intuitively, and often only vaguely, apprehended notions we all have from time to time about the nature of our subject matter, we invite your contributions to the newsletter. We set no formal requirement of "significant at the .05 level," stylistic elegance, or even, as you may note from the Association's membership application blank, professional status. Nor do we demand that your ideas be worked out down to their finest detail.

Fragmentary thoughts that others might be tempted to complete; niggling questions that harass our faith in basic assumptions; research that someone, somewhere, sometime ought to undertake; problems that you encounter or their solutions; discourses on books, films, music, art; and, having recently discovered the joy of writing poetry, short poems--for all of these, we will make place.

We do have to set some limits, however.

First, because, like the rest of our organizational efforts, PHOENIX operates on a shoestring (and a frayed one, at that) there is a space limitation. As a result, except for very brief items, we will reserve the right to excerpt from your contribution as much material as we have room for. If you, when submitting material, will indicate your preference in this respect, our editorial judgment will be that much less strained.

Second, because the newsletter is a publication of the AAHP, and as such speaking for it, we request that you sign all contributions. If you do not wish to have your name used, we will respect your wish.

Finally, anticipating controversy, we will as occasion calls for it offer or request comment on your ideas. Needless to say, you will have an opportunity for rebuttal.

With these few ground rules, we invite you to take part in what promises to be an exciting enterprise. Join us in determining the direction in which the PHOENIX will fly.

EXECUTIVE . . .

President . . . . . Sidney M. Jourard
President-elect. . . .Edward J. Shoben
Past President . James F. T. Bugental
Secretary . . . . .Norma J. Rosenquist
Treasurer. . . . . .Jeanne M. Shutes
Senior Editor . . . . .Anthony J. Sutich
Members-at-Large. . . .Joe K. Adams
. . . . Gerard Haigh
Newsletter Editor. . . . . Pincus Gross

What Lies Ahead?

Objectives Outlined

By Sidney M. Jourard

It seems to me that Humanistic Psychology will be best served if it is undergirded with research that seeks to throw light on the qualities of man that are uniquely human, rather than on qualities that he shares with rats, pigeons, or machines. These qualities are most likely to emerge if the subject in a study is involved in a dialogic relationship with E, such that he has no vested interest in concealing or faking his experience and responses in the experimental conditions. Now it seems that much of the research conducted on human subjects has been done under interpersonal conditions that foster self-concealment and faking on the part of the subjects. The subjects are usually low-status people being tested or observed or interviewed by a high-status investigator. The latter often emits nonverbal pleas or constraints which influence the S such that his responses tend to confirm the expectation of the E. Recent work published by Rosenthal at Harvard points to this implication.

If it is true that nondialogic transactions between E and S yield findings that conceal or distort S's "true" reactions, it follows that much of our psychology as written tells us little about man in his more open, less guarded moments. Rather, it may be viewed as testimony to S's susceptibility to or compliance with E's wishes and pleas as these are expressed verbally and in various nonverbal ways.

I wonder what our psychology of learning, perception, motivation, neurosis, and personality would read like if key studies were replicated, first with E and S in the usual capacity of impersonal strangers, and then with E and S in dialogue--in a relation of I and Thou--such that S dropped his defenses and communicated his experience fully. My hunch is that such replication is feasible, and that if it is done increasingly, it might provide a corrective to the often dehumanized portrait of man that we find in most psychology textbooks.

Season's Greetings

5 1 7

Conference

Robert Knapp, Chairman of the Development Committee, is seeking to organize a conference to be attended by representative leaders in the field of Humanistic Psychology. The purpose of this conference will be to develop a statement, or statements, of the scope, purposes, methods and accomplishments of Humanistic Psychology.

The membership will be keenly interested in the outcome of such a conference, and it is to be hoped that it is carried out

President Asks

Let me urge members of the association to do the following when the impulse arises, or perhaps more consistently:

1. Exchange reprints and drafts of papers with other members who have similar interests.
2. When working on a research project and stymied about measurement problems or relevant references, use the Newsletter to ask for help. It may be forthcoming from other members.
3. Communicate with the president and committee chairmen any suggestions for program or ways of enriching the program of the organization, and strengthening the contribution of Humanistic Psychology to the profession and to the public.
4. Recruit new members whose interests fall within the broad purview of our association.
5. Subscribe to the Journal and enlist subscribers among colleagues and students.
6. Submit items of interest to the association to the Editor of the Newsletter.

Funds

(from page one)

Henry Lindgren, the Chairman of the Finance Committee, is looking into ways of funding our organization so that in due time we will be able to pay as we go. Meanwhile, there is urgent need for funds to carry the organization through the present year. An increase in dues to $5.00, which was proposed and passed at the meeting of the Board of Directors and the Executive Board, will help in this direction. Meanwhile, a request is herewith made for members to add to the $5.00 on a sliding scale (up to $10.00 or more depending on their means) in order to help meet emergency needs.

Let not a lack of funds impede the potential toward a more adequate psychology of the human being which can be accomplished through an organization of humanistic psychologists.

New Member Drive

THE AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY invites your membership and your request for a subscription to the Journal of Humanistic Psychology.

The Association is devoted to development of a psychology which sheds more light on the peculiarly human qualities of man, rather than the qualities he shares with animals and machines.

James F. T. Bugental's article, "Humanistic psychology: a new breakthrough," which appeared in the American Psychologist for September, 1963, offers a good statement of the Association's aims and orientation. The Journal of Humanistic Psychology serves as a publication medium for theoretical and research papers that deal with values, being, self-actualization, creativity, autonomy, identity, and related concepts.

If you are dissatisfied with a psychology that views man as a composite of part functions, a psychology whose model of science is taken over from physics, and whose model of a practitioner is taken over from medicine--and you want to do something to change this state of affairs, fill out this application and send it to AAHP, Station A, P.O. Box 11772, Palo Alto, Calif.

MEMBERSHIP APPLICATION

The American Association for Humanistic Psychology is organized to provide a forum and a facilitation to all who are genuinely interested in the emergence of a humanistic approach to the study of man. Because AAHP is an interest group and not a professional organization, there are no formal academic requirements for membership, and interested people in all fields are welcomed. Clearly and explicitly, membership in AAHP is in no sense an evidence of any professional competence, and use of membership as such is a basis for automatic revocation of membership. The questions below about education and experience are designed to inform the officers and committees of AAHP about the membership so that programs may be designed to fit the members' interests.

Name (Mr., Miss, Mrs., Dr., Prof.):_____
(As you wish to be listed in our Directory)

Mailing address:_____ City:_____ State:_____

Major current professional activity:_____
(Teaching, private practice, housewife)

Affiliation or employer:_____

Education (Give degrees, years, school, and fields):_____

_____

_____

Major professional interests:_____

_____

* * * * * * * * * *

AAHP seeks to be an instrument to its members' interests and purposes. Take a minute to tell us yours. What attracts you to AAHP? What do you suggest for AAHP programs and other activities? Are you interested in forming a local "chapter" of AAHP members?

_____

_____

_____

Mail this completed application form with your check for $5.00 to:

American Association for Humanistic Psychology
Station A, P.O. Box 11772, Palo Alto, California

More *Highlights* From Page 1

2. Define the organization in terms of the problems.
3. Develop an intellectual movement without a leader.

GROUP DISCUSSION TOPICS

With reference to the group discussions which were to follow, Dr. Maslow suggested the following issues:

1. What is humanistic psychology's relationship to Freudian psychology? How do we accept what is true and useful among Freudian discoveries? How do we build upon, rather than against, Freudian knowledge? The term "Epi-Freudian" may be of some use here.
2. What is humanistic psychology's relationship to science? Again, a super-ordinate, a more inclusive, concept is necessary: "Epi-science." Our concerns are not reliability and validity alone, but must include worth and meaningfulness.
3. How do we understand the fusion of fact and value?
4. How do we handle the scientific validity of experimental data?
5. What are the sources and effects of optimism and pessimism in science?
6. Have we established a psychology under the aegis of fear? It is suggested that there is more to psychology than anxiety motivation, and certainly growth motivation is not always the case.

After Maslow's talk, discussion groups were formed to identify key issues. The subsequent reports from the discussion groups emphasized several themes. One, the most frequently mentioned during the day, was the feeling of professional isolation, loneliness and its accompanying frustrations in communication and research. A second theme emphasized the critical yet not too well understood place of human values in the life and science of man.

SUBJECT MATTER AND TECHNIQUES

Some of the post-discussion remarks follow.

JOURARD

The term "Human" rather than "Humanistic" was suggested. Research implications of humanistic orientation included such approaches as replicating studies where the relationship between E and S is one of experience and familiarity, rather than the usual condition of being strangers. It was suggested that the limitations on man's potentials are set by man's imagination and we need more dreamers.

HAYAKAWA

A problem of our and others' concern is the illiteracy of all social scientists in different degrees to scientific and literary abstractions. The subject matter of the psychology of tomorrow will probably be at the low to middle level of abstraction including literary concepts and descriptive science. At the lower levels of abstractions we are dealing with persons, and at the higher levels with objects. A specific suggestion was to contact many people in high schools, colleges, and universities who have interdisciplinary interests involving a humanistic orientation.

MAY

Students of psychology would do well to study literature. Researchers need to maintain their intellectual, spiritual and emotional integrity by avoiding vagueness and sloppy research. The problem is one of attacking the more difficult problems rather than the easiest. We need to examine the presuppositions of research methods. If Skinner is wrong about human learning, we need to prove it. S and E relations need examination.

Dr. Bugental later emphasized five postulates of humanistic psychology as he saw it:

1. Man as man supersedes the sum of his parts.
2. Man's nature is affected by his relations to others.
3. Man is aware.
4. Man has choice.
5. Man is intentional.

From these five postulates the humanistic orientation emerges as:

1. Caring about man
2. Valuing meaning
3. Emphasizing the validity of human rather than nonhuman evaluation
4. Accepting the phenomenological orientation
5. Not denying other views, but incorporating them.

PSYCHOLOGISTS AS PERSONS

My impression of this unexpectedly well-attended and successful meeting was that for the first time a number of truly human psychologists discovered that there was somebody out there. They feel they have been bogged down in an intellectually stagnant discipline and profession. For the first time they see the possibility of finding new and unlimited directions in the discovery of man. As students, therapists, teachers, researchers and interested laymen, they can personally identify with a movement which arises at a critical time in the history of psychology and in the history of man. They are not quite sure what this is all about or where it is going, but since they are interested in potentialities and not just certainties, they look with some excitement at the implications of this new view of man. I felt a certain vitality and humaneness expressed by individuals, by persons who also happened to be psychologists. It was as if there were at last some closure between what we are as psychologists and what we are as persons.

AMERICAN ASSOCIATION FOR
HUMANISTIC PSYCHOLOGY
Station A, P.O. Box 11772
Palo Alto, California

Non-Profit Org.
U. S. Postage
PAID
Palo Alto, Calif.
Permit No. 147

Printed Matter

December 6, 1963

Dr. Abraham H. Maslow
Dept. of Psychology
Brandeis University
Waltham 54, Massachusetts

Dear Abe,

I am writing regarding a very urgent Journal financial crisis. Unexpectedly, negotiations for a grant or working capital from an Eastern foundation have fallen through. Four months have elapsed during which we were unable to properly negotiate elsewhere. With the help of this foundation we had hoped to pay oustanding bills, finance the giant size Buhler Anniversary Issue and, beginning in January, 1964, go on to quarterly basis in place of the present semi-annual publication. (Our supply of manuscripts is now such that we can readily go to quarterly pbulication, given the necessary financial backing.)

Our main problem now is to finance the Charlotte Buhler Anniversary Issue. The amount needed is $2500.

Journal income continues to increase month by month. The 860 copy order of the Spring, 1963, issue will soon be gone. We need at least 1000 copies of the Buhler Anniversary Issue. But we cannot order it until sufficient funds are raised.

This is a "growing pains" type of problem. Humanistic Psychology in general is already a real force and seems destined to play a vital role in the future of psychology.

What we need now is contributions, donations or other financial help in any amount. Suggestions, ideas, recommendations, contacts and proposals for getting us through our current financial difficulties are welcome. Your mailing lists and/or names of possible subscribers would be of great help.

Affectionately,

cc: Board of Editors
Executive Board,
AAHP

JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 MARSHALL DRIVE PALO ALTO, CALIFORNIA

editor:
Anthony J. Sutich
editorial assistant:
Miles A. Vich
technical editor:
Harriet O'Neill
book review editor:
Henry Winthrop

EDITORIAL BOARD
Joe K. Adams
Heinz L. Ansbacher
Charlotte Buhler
Hadley Cantril
Kurt Goldstein
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
Ira Progoff
David Riesman
Carl R. Rogers
Ernest G. Schachtel

January 13, 1964

Dear Abe,

The Buhler issue went to press Tuesday morning. The name of our new printers is Hollerith -Eaton, Inc., 2390 Wildwood Road, Jackson, Michigan. I have cut the Buhler issue by about a half. I shall have to write several letters of regret to authors left out of the Fall, 1963 issue; you may consider this as your own notification! Actually, I decided to leave out all board members and instead include new authors for Fall, 1963.

The Spring 1964 and succeeding issues will be drastically cut down to 100 pages or so, staying within income limits. In this way we hope to pay off loans gradually. All this could change quickly if we should find a grant or subsidy.

I don't know what to do with the growing pile of manuscripts that will have to wait longer and longer for publication. -Better this kind of problem than a good many I could think of.

The best I can do regarding the proposed handbook is very limited, especially because I really don't know what is entailed.

Winthrop - I have a note from him saying that he is back in circulation and he asks for a deadline for more material and that is all. I'will have to write to him about a drastic change in the book review section.

For lack of space I have not included a new section, in the Fall, 1963 Journal, to be edited by J. F. T. Bugental. What about inviting Thomas Szasz to join our Board of Editors? He seems to be doing a lot of solid pioneering. Joe Adams suggested that I take up Szasz with you. I understand there is a new book by Szasz, Law, Liberty and Psychiatry.

Affectionately,

type copy of marginal notes A.H. Maslow 1/13/1964, Sutich

Very good idea. We should encourage young ones new ones, etc. The old ones will understand.

[re 'subsidy'] I'm sure this will come eventually.

[re 'Better'] Yes

[re 'Thomas Szasz'] OK although I don't know him or his work very well. I've been thinking of others to nominate too, e.g. Henry Geiger of MANAS, Adrian van Kaam? etc. I'll write if I think of more.

JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 MARSHALL DRIVE PALO ALTO, CALIFORNIA

editor
Anthony J. Sutich
editorial assistant:
Miles A. Vich
technical editor:
Harriet O'Neill
book review editor:
Henry Winthrop

EDITORIAL BOARD
Joe K. Adams
Heinz L. Ansbacher
Charlotte Buhler
Hadley Cantril
Kurt Goldstein
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
Ira Progoff
David Riesman
Carl R. Rogers
Ernest G. Schachtel

July 23, 1964

Board of Editors

Journal of Humanistic Psychology

Dear Member:

My position as Editor of the Journal offers me a fine vantage point from which to both see and sense developments relevant to our evolving humanistic orientation. I am enormously impressed by the variety, the scope and the importance of an accelerating number of manifestations of what seems to be a bursting emergence of inquiry in all kinds of vital and fascinating directions. Coupled with this is the appearance of a rapidly-growing number of enthusiastic, dedicated, open-minded individuals who call themselves Humanistic Psychologists. This expanding group is already spreading itself most energetically throughout the entire field of Psychology--internationally, as well as nationally, judging by the growing number of papers arriving at the Journal office from abroad (India, Australia, England, etc.)

Several months ago it became apparent that the emergence of a humanistic orientation in Psychology would sooner or later require a center that could facilitate the expansion of research beyond the scattered, independent efforts that have thus far characterized the course of Humanistic Psychology. Possibly the precipitating occurrence in relation to the need for a research center was the announcement that Dr. Carl R. Rogers had taken a position with the Western Behavioral Sciences Institute in which he was to concentrate on conducting research along humanistically oriented lines. Close upon this announcement came the news that the Hazen Foundation had granted $5,000.00 to the American Association for Humanistic Psychology for an orientation symposium, late in 1964.

These two developments, and others that would take up too much space to list, point to the need for a center which would facilitate the conducting, coordination, and publication of research. In addition to this, such a center could help in the development of any number of other activities relating to a humanistic orientation. The educational and general value of the proposed center to individuals and groups who would utilize it is incalculable. It might also well be the best location for the permanent offices of the Journal, the Newsletter, and other activities of the Association. In general, envisaged therefore, is a humanistically-oriented research center comparable in a number of respects to the Center for Advanced Studies in the Behavioral Sciences at Stanford University, the Western Behavioral Sciences Institute and research and study centers.

Early this year, acting upon the highly promising nature of the many indications of progress, I initiated a series of discussions with several members of our Board of Editors and with members of the Executive Board of AAHP who live in this area. (Thus far, Adams, Vich, Francisco, Rosenquist and Shutes have been consulted. Others who are not members of the two named organizations have also been consulted.) In each instance, the idea of a humanistically-oriented research center met with an enthusiastic response. Recently, I took up these developments with Dr. Maslow and received his wholehearted support. He suggested that the members of the Board of Editors be invited to become Sponsors of the Center (or Institute) and that they be invited to send in suggestions, criticism, ideas, alternative proposals, etc.

It is my privilege and my pleasure to invite you to become a Sponsor, and secondly, you are also invited to send in your reactions to the proposal. You will find enclosed a rough outline of several basic points relevant to the proposal as it now stands. It is barely in its formative stages. Currently, a Planning Committee is being organized whose purpose will be to work up and submit a detailed proposal to one of the large foundations within the next year.

Sincerely yours,

Anthony J. Sutich

AJS:dw
Enclosure

Proposal for a Humanistic [illegible]
Submitted by Planning Committee (directly responsible to Board of Editors of JHP who in turn are legally responsible to Board of Trustees, Brandeis University

SOME POINTS FOR CONSIDERATION

Title

1. Humanistic Psychology Research Center.
2. Humanistic Psychology Research Institute.
3. Center for Advanced Humanistic Studies.
4. Humanistic Sciences Center.
5. Others?

Purpose (~~tentative~~)

To establish an ~~Center or~~ Institute whose purpose would be to offer facilities for, and lend general encouragement to, the conducting, coordinating and publication of humanistically oriented research and advanced studies in Psychology and related disciplines, internationally as well as nationally.

Scope

~~Although~~ The Institute is primarily concerned with research in humanistic psychology, and interdisciplinary approach to such research is emphasized.

Shall the Center be limited to humanistically-oriented research in Psychology or include other disciplines?

Definition

Humanistic psychology is primarily an orientation toward the whole of psychology rather than a distinct area or school. It stands for respect for the worth of persons, respect for differences of approach, open-mindedness as to acceptable methods, and interest in exploration of new aspects of human behavior. As a "third force" in contemporary psychology (the other two main forces being Psycho-Analysis and Behaviorism), it is concerned with topics having little place in existing theories and systems: e. g., love, creativity, self, growth, organism, basic need-gratification, self-actualization, higher values, being, becoming, spontaneity, play, humor, affection, naturalness, warmth, ego-transcendence, objectivity, autonomy, responsibility, meaning, fair-play, transcendental experience, peak experience, courage, and related concepts. (This approach finds expression in the writings of such persons as Allport, Angyal, Asch, Buhler, Fromm, Goldstein, Horney, Maslow, Moustakas, Rogers, Wertheimer, and in certain of the writings of Jung, Adler, and the psychoanalytic ego-psychologists existential and phenomenological psychologists.)

Sponsorship – Board of Editors, JHP, ~~[illegible]~~ directly responsible to Board of Trustees, Brandeis University

1. Direct University tie-in, possibly Brandeis.
2. Indirect University tie-in through the AAHP which is responsible to the Board of Editors of JHP, who in turn are responsible to the Board of Trustees, Brandeis University.
3. Independent non-profit organization with the Board of Editors of JHP and possibly other individuals as the sponsoring group.
4. Others?

Financing

1. Through a large foundation.
2. Some combination of foundation and university.
3. Initial financing through a foundation with independent financing to follow.
4. Other alternatives?

Administration

1. University directly.
2. Indirect university administration through Board of Editors of JHP.
3. Independent administration.

Location

1. Campus.
2. Off-campus with university tie-in.
3. Independent. The preference, so far, ~~and rather obviously!~~ is for a Pacific Coast location.
4. The geographical preference.

Facilities

Administrative offices, research facilities, seminar and lecture space, etc.

Staff (open)

To be chosen by Planning Committee, in conjunction with other directly concerned individuals or organizations, such as foundations, subject to approval by Sponsors.

Planning Committee – directly responsible to Board of Editors.

You are cordially invited to submit suggestions, comments, criticisms, alternative proposals, etc. Write to: Research Center Planning Committee
2637 Marshall Drive
Palo Alto, California

522

September 18, 1964

Dear Abe:

Many thanks for your letter regarding Shoben.

I am beginning to pick up the pieces left scattered around following the Thursday evening new Executive Board AAHP meeting.

Enclosed you will find a copy of a rather disturbing apology that arrived here a week before I left for vacation and Los Angeles. Please note the paragraph that has a red check in the margin. I dropped Shoben a note relating to his having accepted the nomination to the AAHP Executive Board within that eighteen months period of time referred to in his apologies and expressed my concern. Miles Vich brought his reply to Los Angeles. In it he indicated that if it was concern rather than something else beyond it then my inquiry was O.K. — otherwise... I sent word to him that I would talk with him before the new board met but for some reason he didn't get in touch with me.

I am waiting to see what kind of account he is going to give to the Board of Editors (in its capacity as Sponsoring Board of AAHP) when he inquires as to their views on changing the definition in the Articles of Association. At one point in the heated discussion over when and how to go about the business of changing the definition, if that is what the membership wants now, he was urged to wait until after the November orientation conference at ~~Columbia~~. He shot back angrily "the orientation conference was not going to legislate what the AAHP Executive Board did"! etc. Fortunately, there are several things we can do here that will at least slow down his headlong pace. Norma Rosenquist has resumed her activities as Secretary; the new Treasurer, Arthur Burton, lives in this area and has caught on to what Joe Shoben ~~was~~ going. I am sure that I can reach Charlotte Buhler if necessary, now that general agreement has ~~been~~ reached emerged regarding the membership question (the present general view is essentially like your own as expressed in your letter). Shoben used the membership question in a clever way to "butter up" Charlotte and sweep her along into accepting several of his proposals.

At the moment I am not as concerned about the outcome of Shoben's move to have us leave Brandeis as I was right after the meeting. Somehow the presentation I made of our relationship to Brandeis from the time the first extended sponsorship to us of the Journal impressed the entire Board as a matter of good faith on both sides with no need to madly accomplish any change unless there are darn good reasons for it.

Fortunately I wound up in the charge of the investigation of the question and I can assure that I am not about to do anything hasty. No time limit was set so I intend to take my time in figuring out ~~in~~ just how to handle the matter. Actually, the whole business of considering a change from Brandeis to any other status is premature in view of the fact that the membership has not been asked to vote on ~~it~~ the matter. Since there are several alternatives that can be proposed ~~to~~ this isn't an easy issue itself. What's more, there is no law in the AAHP setup that could keep those of us who want to continue with Brandeis from recommending such to the voting members.

I shall fill you in more after we find out what Norma Rosenquist ~~xxxxxxx~~ has come back with from her current trip to Los Angeles where she has gone to pick up information and pieces from Buhler, Bugental and others connected with the Shoben development.

Your reference to your forthcoming meeting with Sachar gives me the opportunity to tell you about a possible approach to him on my part, something I had hoped to talk about with you in Los Angeles. Would it make any sense for me to write him an informal "off the record" report of the very promising Humanistic Psychology development in general, including the 1200 copies order for the Fall '64 issue of the Journal and the AAHP with more than 400 members and a ~~xxxxxxxxxxx~~ completely debt free, cash balance in the bank condition, one year after its founding, pointing out the value this has and will have for Brandeis. I might hint that if Brandeis doesn't take a more active part other institutions such as ~~xxxx~~ Wesleyan might and that ~~xxxx~~ there is some sentiment already present for leaving Brandeis. I could tie this in with a reference to the proposed research centers (Rogers told me he favors smaller ones scattered throughout the country) and suggesting that he explore the contents of my communication with you. Let me hear from you about this. Unfortunately.

JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 MARSHALL DRIVE • PALO ALTO, CALIFORNIA 94303

editor
Anthony J. Sutich
assistant editors
James F. T. Bugental
Miles A. Vich
technical editor
Harriet Francisco
book review editor
Henry Winthrop

EDITORIAL BOARD
Joe K. Adams
Heinz L. Ansbacher
Charlotte Buhler
Hadley Cantril
Kurt Goldstein
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
Ira Progoff
David Riesman
Carl R. Rogers
Ernest G. Schachtel
Adrian van Kaam

November 12, 1964

Dr. Abram L. Sachar
President
Brandeis University
Waltham 54, Massachusetts

Dear Dr. Sachar:

You will recall that it was your recommendation on sponsorship nearly five years ago to the Board of Trustees of Brandeis University that made it possible for the Journal of Humanistic Psychology to come into being. You will also recall that I submitted a favorable report on the prospects of the Journal shortly after the first issue had been distributed. Much has transpired since that report and constitutes my main purpose in writing this report* to you at this time.

The Journal has become a vital force in the general field of Psychology. We will soon be distributing the Fall 1964 issue which will complete our fourth year of publication. We had thought initially that if we could print and distribute 500 copies regularly, we would be substantially accomplishing what we had set out to do; namely, to furnish a publication outlet for a growing number of Psychologists and other professionals who could not find a suitable place elsewhere in which to present the findings of pioneering efforts in vital new areas of psychological inquiry. From the beginning, however, our list of subscribers has steadily grown. We are printing 1200 copies of the Fall 1964 issue and at the present rate of increase should soon approximate the circulation of several of the journals sponsored by the American Psychological Association.

* See Enclosure No. 1

So far, this advance has come about with only a nominal amount of supportive funds. But numbers alone are not the only criterion of growth. One exciting factor is the number of subscribers in such places as Australia, Japan, India, South America, Ethiopia, etc., as well as in Europe. We have even received an inquiry from behind the Iron Curtain! Also significant, is the growing number of papers submitted from abroad for possible publication. One will be included in the next issue of the Journal.

For the past year, papers in general have been submitted at a rate that has already created a publication lag of 18 months. With a minimum of financing, we could immediately go from semi-annual to quarterly publication, thus even more effectively meeting the growing publication pressure. Moreover, the contents of manuscripts have already undergone a substantial shift from "protest" to more and more rigorous presentations of fascinating new findings.

The above developments all point to the tremendous need for the fresh outlook represented by Humanistic Psychology. For your convenience, I am enclosing the most representative current definition* of Humanistic Psychology.

Regarding the current definition (the first basic formulation was made by Dr. Abraham H. Maslow in 1957 and is still essentially the founding statement of what is now described as Humanistic Psychology), it is interesting to note that more than 15 years ago Abraham H. Maslow, Carl Rogers and others were ridiculed for their determined efforts to carry on research in creativity, growth, values, psychological health, self actualization, etc. Now research in creativity is a very important and generally accepted area of inquiry. This is rapidly becoming the case in research in values -- likewise for the concepts of "psychological health", "meaning", "being", and so on. In other words, research in one humanistic concept after another has become or is rapidly becoming respectable, so to speak, and even the most casual reading of the current definitions of Humanistic Psychology points to a breathtaking prospect for its future. Actually, this future is not limited to the field of Psychology. For example, wherever one turns now, there are manifestations of a growing awareness of values. Witness your own recent speech in the Middle West on the place of values in relation to facts in higher education as reported in Time magazine.

* See Enclosure No. 2

Humanistic Psychology had already reached such a substantial level as early as September 1963, that the American Psychologist, the monthly journal of the American Psychological Association, which is distributed to more than 20,000 psychologists, included a paper under the title "Humanistic Psychology -- A New Breakthrough" by Dr. J. F. T. Bugental, who is a member of our Board of Editors. Recently, another one of our Editors, Charlotte Buhler, shortly after her return from Europe, informed me that there is a rapidly growing interest in Humanistic Psychology and, more specifically, the Journal, throughout Europe. As an example of this, she cited her own humanistically oriented psychology textbook, "The Human Course of Life", published only two years ago, which has sold more than 50,000 copies and has been translated into six languages.

So many explicitly humanistically oriented books, papers, and articles have appeared and are scheduled to appear in this country, that a new situation has emerged for those of us who are associated with the Journal and the American Association for Humanistic Psychology. I refer to the growing need for humanistically oriented psychological research centers. From my vantage point, it seems inevitable that several such centers or institutes will be established in the near future. There are already several humanistically oriented institutes in the arts and letters, one of the most important being the Institute for Humanistic Studies at Aspen, Colorado. But what is visioned here, however, is the creation of humanistically oriented psychological research institutes sponsored by our Board of Editors.

It is my pleasure to report that early this year I initiated discussions and correspondence with several members of our Board of Editors regarding the desirability of sponsorship of a proposal for a Humanistic Psychology Research Institute to be presented for a foundation grant as soon as details could be worked out. My inquiries were responded to with whole-hearted approval. In view of my having initiated the project and my position as Executive Editor of the Journal for Humanistic Psychology, as well as being the Senior Editor on the Executive Board of the American Association for Humanistic Psychology, I was asked to take charge of the research institute project. Recently, Dr. Maslow suggested that I canvas the entire Board of Editors for their views, and thus far, more than half of the Board members have responded, all favorably.

Many fine suggestions have been made, which will be considered by the Planning Committee that is being organized. Among the suggestions is one from Carl Rogers who expressed the view that several smaller institutes or centers, strategically distributed throughout the country, would be better than a large one. As you may know, Dr. Rogers is now engaged in humanistically oriented research in the field of psychology at the Western Behavioral Sciences Institute at La Jolla, California. The Institute is behavioristic in title only; several of the key people have contributed financially to the organization of the Journal and the Association. They are most encouraging in connection with the proposed research centers. That still others are also thinking along the lines indicated here is clearly evident in the information I received on the founding of a Humanistic Psychology Research Institute at one of the leading Eastern universities. This project is still in its early stages, but is definitely a manifestation of the "Third Force" in Psychology.

As I have in all other phases of development over a period of fifteen years, I am keeping in close touch with Dr. Maslow on this project. (I am sure I need not remind you that Dr. Maslow has been and continues to be the prime mover in the rapidly accelerating Humanistic Psychology or "Third Psychology" development.) At the present time, almost all of the members of the Board of Editors who have been heard from prefer to proceed on the projected institutes in cooperation with Brandeis University rather than independently, if at all possible. Cooperation, of course, is a matter calling for official reaction from you. However, I have held off taking up this project with you directly up to the present time on the grounds that this move would be premature. My impression is that it would be best to explore the entire project with you when it has taken more definite shape, perhaps February 1965 if that time meets with your approval. Please feel free to consult with Dr. Maslow regarding this or any other aspect of my report. Also, should you care to have me do so, I shall of course be glad to furnish you with any additional information that is available.

I wish to express here, on behalf of the Board of Editors and myself, our deep and continuing appreciation for the cooperation that Brandeis University and your office have extended to us for the past five years. In each instance, whether it was the Board of Trustees, the Legal Department, the Bursar's Office, your own office or Dr. Maslow in ever so many ways, there has been a quality of association that is indeed gratifying. You are to be congratulated for the forward looking position that you have had from the outset.

Sincerely,

Anthony J. Sutich
Editor

AJS:dw
Enclosures

Enclosure No. 1

I am limiting myself here to a report on the Journal only. There is a formal report yet to be made in my capacity as Director of the Committee on Organization regarding the American Association for Humanistic Psychology, which is an outgrowth of the Journal and already a lively force in its own right. As you know, the Association is sponsored by the Board of Editors of the Journal of Humanistic Psychology. Little more than one year after its founding in Philadelphia, in August 1963, it had already reached a stage of development and significance that made it possible for it to hold several jointly sponsored seminars and symposia with various divisions of the American Psychological Association at the latter's/in Los Angeles in September of this year. A number of jointly sponsored seminars and symposia were also held at various regional conferences this year. Similar activities are being scheduled for 1965 on a greatly expanded scale. The Association already has more than 400 members, has its own Newsletter, and is entirely debt free only a little more than one year after its establishment. Several months ago the Association received a grant of $5,000 from the Hazen Foundation for a Conference on Humanistic Psychology* to be held on November 27, 28 and 29 at Middletown, Connecticut, to which more than 20 outstanding scholars in psychology and other fields have accepted invitations.

Sufficent to say, that the immediate above is only a part of the general report on the Association of Humanistic Psychology that I plan to write and forward to your office some time next year.

* See Enclosure Number 3.

Enclosure No. 2

Humanistic Psychology is primarily an orientation toward the whole of psychology rather than a distinct area or school. It stands for respect for the worth of persons, respect for differences of approach, open-mindedness as to acceptable methods, and interest in exploration of new aspects of human behavior. As a "third force" in contemporary psychology, the other two being Psychoanalysis and Behaviorism, it is concerned with topics having little place in existing theories and systems: e.g., love, creativity, self, growth, organism, basic need-gratification, self-actualization, higher values, being, becoming, spontaneity, play, humor, affection, naturalness, warmth, ego-transcendence, objectivity, autonomy, responsibility, meaning, fair-play, transcendental experience, peak experience, courage, and related concepts. This approach finds expression in the writings of such persons as Allport, Angyal, Asch, Buhler, Fromm, Goldstein, Horney, Maslow, May, Moustakas, Rogers, Wertheimer, and in certain of the writings of Jung, Adler, and the psychoanalytic ego-psychologists, existential and phenomenological psychologists.

Enclosure No. 3

TENTATIVE LIST OF PARTICIPANTS (As of 10-15-64)

CONFERENCE ON HUMANISTIC PSYCHOLOGY
MIDDLETOWN, CONNECTICUT
NOVEMBER 27-29, 1964

Allport, Gordon - Harvard University
BARZUN, Jacques - Columbia University
Braisted, Paul - Hazen Foundation
Bugental, J. F. T. - Psychological Service Associates, Los Angeles
X Buhler, Charlotte B., U. of Southern California Medical School
Butterfield, V. L. - Wesleyan University
X Dubos, Rene - Rockefeller Institute
X Kelly, George - Ohio State University
Knapp, R. H. - Wesleyan University
Lasko, A. A. - Psychological Service Associates, Los Angeles
MacLeod, Robert - Cornell University
X Maslow, A. H. - Brandeis University
X May, Rollo - New York City
McClelland, D. C. - Harvard University
Moustakas, Clark E. - Birmingham, Michigan
Murphy, Gardner - Menninger Foundation
X Murray, H. A. - Harvard University
X Rogers, Carl - Western Behavioral Sciences Institute
Sarbin, T. R. - U. of California, Berkeley
X Shoben, E. J. - Columbia University
Tratch, Roman - State University College, Oswego, New York
White, R. W. - Harvard University

Matson, Dr. Floyd - U. of California, Berkeley
Rosenquist, Norma (AAHP), Sonoma State College } observers
Vich, Miles (AAHP), San Jose State College }

X = speaker - position paper

11-24-64

Dear Abe:

In your preface to your new book you refer to a fuller treatment in which you would bring up the possibility of a "need for transcendence" beyond the need for understanding. Both for the Journal and for myself I would like to see a paper about this from you. Otherwise, if this isn't convenient or desirable, I would like to have another paper to use for the Fall, 1965, issue.

Affectionately,

Tony

Tony

Park-Sheraton Hotel New York, N.Y.

Dec. 2, 1964.

Dear Tony –

All goes very well, but unfortunately very little time to write, other than try & pull notes together. The conference was a real success I think – hope longer view confirms this concensus of opinion. I have been assigned job of working with the tapes, collecting papers, etc, with the final transcript to go to all conferees, & final evaluation as to publication. Hope expressed that JHP might get the benefit of it, & I heartily agree. I've requested that the material be mailed to me, at your address, so that there would be sure to be someone to receive the stuff (papers and tapes). After you've had chance to listen to them (a big "listen", there's about 12 to 14 hrs worth!) if you want to, then I'll ~~take~~ do the job at Sonoma State where they have the equipment. (Checked with Red Tomas via phone yesterday, after final conversation with Bob Knapp.) There will be a lot of pulling together of material, but Jim Bergental has

Park-Sheraton Hotel New York, N.Y.

offered to work with me on it, as I get going, so this is ~~to~~ a reassuring hand with a large responsibility. (Both Abe & Carl thought there also might be material for my master's degree somewhere in it – which would be nice!)

The conferences with Joe Shoben went well, I think, though a bit rough at lunch Sunday. Met with him several hours yesterday, and think we can work out the snarls; he seems open to working on AAHP problems more tentatively & in the spirit we're trying for, though unquestionably part of the difficulty is temperament, he's an energetic "accomplisher". This remains to be seen, but I feel more optimistic.

I'm off for Duquesne Univ. 6 AM tomorrow & it now midnight so must close. Very eager to get back and talk all this over with you. There were many expressions of appreciation for the work you have done toward making the conference and AAHP possible, some of which you will be able to hear on the tapes, I hope.

My love to you

Norma

528

December 9, 1964

Dr. Anthony J. Sutich
American Association for Humanistic Psychology
Station A, P. O. Box 11772
Palo Alto, California 94306

Dear Tony:

This letter is a tough one for me to write, and I send it to you not without a number of misgivings. Nevertheless, it seems to be necessary as a way of clearing the air. I hope that it will lead to a valued friendship between us and, at the very least, to a much healthier atmosphere in which the American Association for Humanistic Psychology can grow.

My own problem arises because of my unstinting admiration of courage, a quality you possess in such obvious abundance. A corollary to my own stance is that I am deeply unwilling to interfere in the affairs most important to a courageous man, especially when that courageous man possesses so many other thoroughly admirable traits and successfully battles a handicap that would overwhelm lesser men—like me.

Conflict arises here because you as the founder and genuine saviour of the AAHP apparently perceive organizational affairs in a very different way from me, but my job is that of supplying the leadership which, by election, I was asked to provide to the same organization. Ordinarily, I enjoy a fight and regard struggles of this kind as signs of health in the enterprises to which the combatants belong. Up to now, however, I have been unwilling to accept you as an antagonist and have even thought seriously of withdrawing from the AAHP to leave it in hands which you would more explicitly approve.

I have decided that this position on my part is unsatisfying, and I apologize. There is certainly no doubt--at least, I hope that neither of us entertains doubts about the other on this score--that we both prize the AAHP and look to it for significant developments in the understanding of man. If there are quarrels between us, they are, to use Ted Landsman's phrase, lovers' quarrels about means; I hope, in consequence, that both of us can follow that lovely admonition in The Taming Of The Shrew: "To do as adversaries do in law--strive mightily but eat and drink as friends." If we are going to be antagonists, we might as well enjoy it and let the experience inform us more fully about each other.

Having said all this, let me respond to your recent note about the minutes of the Los Angeles meeting of the Executive Board. First of all, I resent the peremptory tone, and I hope there will be no occasion for either of us to use it again. Second, my understanding was that Miles was going to take notes for us, and I thought during the meeting that

he was. Third, if this was not the case, then I have some jottings, observations, and reminders to myself that I will try to pull together to serve as minutes. On the constitutional questions that we considered, I can vouch for their accuracy; on other items, I am likely to be less sure. Fourth, like everybody else, I have three or four things to do besides look after the AAHP, including a chore or two at times in connection with my job here at Teachers College. While I have every intention of looking after Association effectively and well, I must squeeze it into the interstices of other obligations. All that this state of affairs means is that action must follow my timetable, not yours--assuming that the two differ in any fundamental way, which they certainly don't have to.

Presumably, Norma, functioning as a highly valued secretary, has given you carbons of correspondence about a variety of matters affecting the Association. If you have any reactions to any of those issues, please don't hesitate to sing out. Your ideas, reactions, and criticisms will be genuinely welcome. If you have not seen these materials, then I am sure that Norma will dig them out for you simply on request. My assumption was that you would be informed about everything that I sent along to her and would react if anything stirred a response in you.

Next, you wrote some time ago that you were beginning work on the reformation of the organizational structure of the AAHP. Have you made any progress on this score, and what objectives are you working toward? No committee has yet been appointed, and an invitation to Ted to serve with you has brought, despite repeated invitations, no response. If you have anything in the mill, I should like much to know about it.

Within the next couple of weeks, I shope to get our constitutional issues laid out in such a way that they can be circulated both to the Executive Board and the Sponsors for discussion. Given the difficulty of amending our Articles of Association, I suspect that much of our worry may be unhappily academic, but there must be some way to surmount this difficulty. I should be grateful to you if you would think about it with me.

Finally, let's end on a note of joy for both of us. You will be hearing--and perhaps have already done so--from Bob Knapp about the Connecticut conference, and you certainly have received informal reports from Norma and Miles. It was splendid! The spirit was one of great congeniality; the ideas crackled with a fine liveliness, and there was a nice display of intellectual range in the discussions. In Jacques Barzun and Rene Dubos, we have made some good and valuable friends, and we have achieved a kind of modus operandi for getting effective work done. Miles will be talking with you about the publication of the papers from Old Saybrook, and you soon will be receiving a tape of the transactions there. Meanwhile, I have asked Jim Bugental to start planning a follow-up in 1965 to this fine start.

I sincerely hope this helps, Tony,, Whether it does or not, my admiration and respect for you are without restriction; the strength of my concern

for the AAHP approaches your own, and my good wishes and hopes for your enjoyment of a marvelously Merry Christmas are completely sincere.

Cordially,

Edward Joseph Shoben, Jr.
Professor

EJS:sh

Enclosure #2

Copy

BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS 02154

OFFICE OF THE PRESIDENT

December 14, 1964

Dear Dr. Sutich:

Please forgive the delay in my reply to your letter. During the past six weeks I have been traveling almost continuously in the University's interest. Routine correspondence is processed by my staff. Your interesting communication obviously called for personal attention.

I would be glad, in February, or during the winter, to explore with you and Dr. Maslow the implications of a joint sponsorship of the institutes to which you refer. There is little problem in evaluating their importance and the service they would render. The major concern is financial underwriting and the commitment to continuity, and this is what should be explored.

My warm congratulations to you and your colleagues on the fine progress you have made, against great odds, with the Journal.

Cordially yours,

A. L. Sachar

Dr. Anthony J. Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303

ALS:je

January 12, 1965

Dear Abe:

I had a long talk Sunday evening with Norma Rosenquist about Association matters. She has more information than anyone else on ever so many items, in that she not only corresponds directly in full measure but also receives carbons of just about everything anyone connected with the Executive Board writes to anyone else on Association matters.

I have been receiving alarmed phone calls and letters from Charlotte Buhler, mostly about Shoben. There are far too many details to go into here but a couple of things are clear. First, Shoben is an extremely difficult guy to deal with; second, Buhler is very upset and bitter about Shoben's conduct and rightly so for the most part; third, Jim Bugental asked Shoben to appoint him (Bugental) as the head of the second conference committee according to Bugental's own written statement; fourth, several members of the Executive Board plan to meet here at my home on Sunday the 17 to take up the second conference and other matters, and it is possible that Shoben will attend the meeting. Progoff, Adams, Rosenquist, Wohl (our new Treasurer), Miles Vich and myself are scheduled to be present. Buhler and Bugental can't attend because of previous commitments. Hopefully, a lot of things will at least be clearer, if not solved, after our Sunday meeting.

I do hope you can endure for the duration (Shoben's tenure) together with other Sponsors of AAHP. The Shoben shenanigans have taken up so much of our time around here that I have had to postpone other matters about which I hope to write you shortly.

Affectionately,

AJM:bb

January 18, 1965

Dr. Abraham H. Maslow
76 Kingswood
Auburndale 66, Mass.

Dear Abe:

An Executive Board meeting of AAHP was held here last night. Five of the eight members were present (Rosenquist, Adams, Progoff, Wohl (the new Treasurer replacing Burton), and myself). Miles Vich was a very helpful nonvoting participant.

All agreed, after a four hour session, that we had had a very productive and amicable meeting. Shoben and Buhler were unable to attend and Jourard is out of the country.

Several protective procedures were adopted that should help the Association function more democratically. Although there are still a couple of potential headaches that will have to be dealt with, I think it will please you to know that we can all breathe a bit easier.

Details will be available later on when Norma works up the minutes.

Affectionately,

Tony

P. S. We are going to include Hattis's paper on love in its entirety in the Spring '65 issue because we are so impressed by it.

JOURNAL OF HUMANISTIC PSYCHOLOGY

2637 MARSHALL DRIVE • PALO ALTO, CALIFORNIA 94303

January 27, 1965

editor
Anthony J. Sutich
assistant editors
James F. T. Bugental
Miles A. Vich
technical editor
Harriet Francisco
book review editor
Henry Winthrop

EDITORIAL BOARD
Joe K. Adams
Heinz L. Ansbacher
Charlotte Buhler
Hadley Cantril
Kurt Goldstein
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
Ira Progoff
David Riesman
Carl R. Rogers
Ernest G. Schachtel
Adrian van Kaam

Board of Editors
Journal of Humanistic Psychology

Encl. 2 & 3 missing

Dear Members:

Enclosed you will please find excerpts (enclosure #1) from the replies of various members of the Board of Editors to the inquiry regarding a proposed humanistically oriented research center. The selection of excerpts is limited as far as possible to ideas rather than to other relevant matters, mostly technical, relating to the proposed center.

Enclosed you will also find a copy of a letter from Dr. Abram L. Sachar, President of Brandeis University (enclosure #2) as well as a summary of the report on the past four years of the Journal (enclosure #3) recently submitted to Dr. Sachar. Regarding the forthcoming meeting with Dr. Sachar, referred to in his letter, I wish to state here that we are not now committed in any way whatsoever to anyone or to any institution and certainly no commitment will be made without first consulting the entire Board of Editors. I believe I speak for the entire Board in acknowledging here our appreciation to the Board of Trustees of Brandeis University and to its President, Dr. Abram J. Sachar, for the splendid spirit of good will and cooperation shown us from the outset, beginning with the sponsorship of the Journal in March 1960.

A Planning Committee is in the course of being selected. Its chief function will be to come up with a specific proposal (including the possibility of an alternative plan) that will be considered at the time suggested for discussion by Dr. Sachar in his letter.

My own ideas regarding a center have been incorporated in the enclosed excerpts. What I would appreciate most from you at the present time is "feedback" on the excerpts. New ideas and views are of course very welcome. I do hope you can reply promptly. Thanking you in advance.

Sincerely yours,

Anthony J. Sutich

AS/pr
Enclosures

Enclosure #1

The following are excerpts from the replies of members of the Board of Editors to the Humanistic Research Center inquiry.

•••

"I think the idea of an Institute or Center is very promising, and I think it should be located on the Pacific coast. I'd like to see it permanently staffed with a cadre of permanent faculty, like Abe Maslow, Carl Rogers--senior men who are in continuous process of growing, with fellows elected for a period of time, like a semester or a year. There would be benefit in studying the experience of places like Princeton, and other "think-school" locales, to profit from their mistakes. I don't believe that the Institute should be confined to psychology alone, but should include people from other disciplines, e.g., sociology, psychiatry, the arts--but the leadership and administration should, I think, be in the hands of behavioral scientists.

"I would see this Institute, among other things, as being a place in which the more creative and bold ideas could be tested and developed--concepts and techniques and relationships that are concerned with exploring and stretching human potentialities. A person with promising ideas could go there, and count on having the comradely help and stimulation of colleagues with diverse talents, and perspectives. The psychoanalysts managed to develop institutes, over the years, but they degenerated into a cult; this cultism we could avoid, but we could profit from their experience."

•••

"I certainly find this an exciting prospect, but I'm not sure I yet understand in full just how you would hope to finance and administer such a program. Similarly, I would be interested to know how it might relate to or contrast with such agencies as The Mental Research Institute in Palo Alto or the Western Behavioral Sciences Center. However, I want you to know how much I lend my support generally to the kind of thinking that you are doing."

•••

"Location--off-campus with university tie-in or independent. (My preference is for a Pacific Coast location.)"

•••

•••

"I am, of course, extremely interested in the proposal. The project is very favorable to me. Personally, I would like to stress the necessity for the teaching of humanistic philosophies. I feel that such a program would be necessary in any humanistically oriented institute in psychology."

•••

"First let me say that I approve in principle the establishment of a Center for Advanced Humanistic Studies and feel that it is an excellent goal to work toward.

"My feelings on the subject incline very strongly toward including much more than psychology in the Center, in keeping with the larger humanistic point of view. Possibly certain qualities of the program that is presently followed at Pendle Hill, the advanced study center of the Quakers, might also be incorporated, particularly if the Center would be established on the West Coast, which, by the way, has definite advantages."

•••

"Most certainly, I am all for any such institute. It would be quite impossible not to be these days. If a sound proposal were drawn up, I should think substantial funds for such an enterprise would be forthcoming in view of the increasingly barren and trivial research being done by most psychologists not humanistically oriented."

•••

"...several institutes or centers, on a small scale for each, would be more desirable than a large center. ...it would be better to start from scratch setting up our own kind of center or centers without regard to whether they coincided in some respects with other already established centers such as those of the Behaviorists or Psychoanalysts."

•••

•••

"I think the idea of establishing a center for humanistic inquiry is an excellent one. However, I wonder about making the expansion of research the primary focus. More specifically, my concern is in terms of the definition of research. I do not believe that such a center or institute should make research the basis for its creation and existence, unless research is defined, not in its present-day mechanical and conventional sense, but as a form of inquiry, careful study, and search into the nature of basic themes and humanistic approaches to man and experience. Present day research too often merely corroborates and verifies limited hypotheses and facts. There are many organizations and institutions carrying out research of this kind. I believe that a search into the nature of a reality can be a form of critical examination which leads to a discovery of new theories, facts and awarenesses. In other words, it seems to me that a humanistic research center should be concerned primarily with discovery not corroboration and should venture into life as an open exploration, as a serious search into the meaning and essence of self, growth, being, becoming, courage, love, etc. I see humanistic psychology differing from other approaches not only in its concerns and ends but also in the means and values which give substance and human meaning to those ends.

"I would not wish to help in sponsoring or supporting a center or institute which was dedicated primarily to quantitative approaches to human knowledge and human experience. But a center devoted to creative research consistent, for example, with Ross Mooney's discussion in The Self would be an exciting goal to work for.

"I think it is important to clarify the basic purpose for establishing the institute to know whether we really have mutual values and find signifigance and meaning in the same processes and ends.

"Of course, I realize that it is as much my responsibility to provide direction and focus to such a proposal as any other person on the Board. And these remarks, though certainly expressed with conviction and feeling, are offered as a way of stating my interest in the project and my willingness to help evolve a center which values creative procedures and processes as well as humanistic goals."

•••

•••

"I would add the following consideration to your expressed purpose. The Center will, in addition, assume a major responsibility for establishing relationships with all other Institutes, Foundations, Agencies, Research Centers, etc. whose objectives are succinctly related to those of the Center, with the purpose of working together on, and jointly financing, research projects and objectives of genuine interest to both institutions.

"The Center should definitely not be limited to humanistically-oriented research in psychology. It should definitely be inter-disciplinary and multidisciplinary but should restrict itself to encouraging humanistically-oriented research from all disciplines and from interdisciplinary areas. Obviously humanistic psychology, itself, represents in some very clear senses an interdisciplinary approach. For this reason its emphasis should be on the encouragement of humanistic research, no matter what its source, since there will always be psychological aspects to research of a humanistic nature.

"Somewhere in the definition it should be made clear that the phrase 'humanistic psychology' is so generic that it includes contributions from disciplines which are normally regarded as being outside of the field of psychology. By the same token, examples of figures who have made contributions to a humanistic psychology but who are not professional psychologists, should be included. Any restriction of humanistic psychology to professional psychologists and psychiatrists only, will risk the danger of having a useful movement degenerate into cultism of the rankest sort.

"The proper location for the Center for Advanced Humanistic Studies should be some large urban center east of the Mississippi which boasts of many colleges and universities in or near it and which also boasts of a diversity of professions whose members are making contributions appropriate to its scope or who can be expected in the future to make such contributions. One city which might fill the bill is Washington, D.C. Another is New York City. There are many more of this kind east of the Mississippi."

•••

"A long range study of the possible changes in personal values that might come about through participation in the center could be set up at the outset."

•••

•••

"Perhaps every institution should have a terminal point, not necessarily to put it out of existence, but to promote self-examination and make it justify its going on. We need continuity: but that's different from automatic self-perpetuation. So I am with you in the spirit you propose."

•••

"I suggest that a limited number of graduate students be invited to participate without restriction during their summer months vacation, with adequate transportation and salary arrangements provided."

•••

"I recommend that a continuing study of the project be made throughout its life span. This could entail employment of a series of 'house psychologists' for limited periods of time, possibly two or three years each. At the very least, someone should be employed to examine and report on the functioning of the project and participants after the first five years of operation."

•••

"Unfortunately, most institutes have a way of outliving their original purposes and become a drag on further progress. Therefore, any humanistically oriented institute should start out with a built-in terminal point. Ten years seems like a reasonable span of time, fifteen years at the most. Limited administrative tenure should also be stipulated. And new advisory personnel might be brought into the organization half-way through the proposed life span of the institute."

•••

"I am certainly in favor of the project. I think the one and obvious problem is the raising of money. It seems to me practically all of the other considerations and problems are not only dependent upon the raising of money, but would be subsumed under it. ...probably the Pacific Coast is the best place, and my general preference would be for a tie-in with a university."

•••

March 8, 1965

Dr. Abraham H. Maslow
76 Kingswood Dr.
Auburndale 66, Mass.

Dear Abe:

Thanks for your paper "Humanistic Science and Transcendent Experiences". We are very glad to have it. Also thanks for the reprints.

The Journal keeps forging ahead. The editorial work has become more demanding. Not only are there more papers to work on but each paper is probably given more time than ever before. One reason for the latter, the substance, the shape and the direction of humanistic psychology become increasingly clear as the months go by. Fortunately, much of the work load has been reduced through the rapid and comprehensive developments that Miles Vich has been going through since the Philadelphia meeting of AAHP. He has become so important to the general function of the Journal to say nothing of the parallel role he is quietly playing in AAHP affairs that I have decided to appoint him Associate Editor. In addition to all this he is teaching full time elementary Psychology at San Jose State this semester, finishing his Master's thesis and has just finished helping his roomate Ron Jue put on the most successful symposium ever held at San Jose State.

The symposium just referred to, under the title "Approaches to the Self", was attended by 600 people and something like 300 were turned away!

Responses to my second round of inquiry regarding the proposed humanistic research center have been slow coming in, so I am behind schedule on a proposal for consideration by you and Dr. Sachar. Rogers, by the way, indicates that he is in favor of a tie-in with MRSI. I like the idea, too. It might well be possible to have such a tie-in especially in view of Rogers' suggestion to me last year in La Jolla that we have several smaller centers placed throughout the country rather than a single big one. Such a distribution might well lend itself to furthering the incredibly rich and diversified manifestations of the substance and scope of humanistic psychology now popping up wherever you turn.

I am a little more relaxed about the Shoben mess in AAHP affairs. Shoben has accepted our January 17th meeting here as official. He changed his position from "informal discussion" to "official" after I wrote him a letter that put him so far out on the limb that even a monkey would not want to be in such a position.

I have heard disturbing news about the state of your health when you were in the Los Angeles area. More recently, at the symposium at San Jose State, I talked briefly with Dr. Mason Rose and he thinks that your back trouble could be due to a low grade intestinal infection. If you should so desire, I'd be glad to check into whether there are any top flight diagnosticians for your difficulty at the local Stanford Medical Research Center. I know that Boston has some top flight people but once in a while a consultation with other top flight people will do the trick if diagnosis is elusive.

Do take care of yourself.

Affectionately,

Tony

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

DEPARTMENT OF PSYCHOLOGY

March 10, 1965

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I finally got to see Sachar and it turned out that he was reluctant to take on any permanent responsibilities, partly because he is using his publication money to start a Brandeis quarterly. But we bargained back and forth and he is willing to give the Journal $1,000 a year for the next three years with a clear understanding that this is not a further promise for the future. He will write officially himself.

Cordially,

Abe

A. H. Maslow

AHM:vr

April 14, 1965

Mr. C. Ruggles Smith
Legal Department
Brandeis University
Waltham 54, Massachusetts

Dear Mr. Smith:

It has been a number of years since I last communicated with you. In retrospect, this is perhaps as it should be in that it indicates the harmonious relationship that exists between your department and our Journal. My purpose in writing you, however, is to ask you for an interpretation of one section of the Articles of Association of the American Association for Humanistic Psychology (I am enclosing a copy of the Articles).

I refer to page 3, Section VII, Paragraph 4, in the enclosed Articles of Association. My understanding of "legally responsible" as stated in that paragraph is that the Board of Editors (who are legally responsible to and derive their authorization from the Board of Trustees of Brandeis University) have the right to veto any proposed changes in the Articles of Association that are not in line with their (that is, the Board of Editors) understanding of the purpose and scope of the American Association for Humanistic Psychology. In a Progress Report, dated November 1962, ten months prior to the first formal meeting of AAHP in Philadelphia (August 1963), I included an explanatory note in my capacity as Chairman of the Organizing Committee regarding the function of the Board of Editors in relation to the American Association for Humanistic Psychology. The following is a verbatim statement of that Explanatory Note:

> "The Board of Editors of the Journal of Humanistic Psychology will serve as the Board of Directors of the AAHP, to whom the Pro-Tem Officers--and later the elected Officers--will be directly responsible. This arrangement is in accordance with the original and subsequent agreements made with the Board of Trustees, Brandeis University, Waltham 54, Massachusetts.
>
> "The main function of the Board of Directors is to insure that the various activities sponsored by the American Association for Humanistic Psychology are carried on within the scope and spirit of the official agreements with the Board of Trustees. This entails a minimum of control. It might be said that the control is essentially the power to veto any activity that does not fall within authorized limits. On the other hand, the Executive Board and the membership are encouraged to initiate, maintain and develop any and all periodicals, programs, activities, organizations, etc. that express the essential meaning of Humanistic Psychology."

My question to you and the Legal Department of Brandeis University regarding the above is as follows: "Does the Board of Editors, in its capacity as the Board of Directors of AAHP, have the right, responsibility and authority to veto proposed activities and changes of either the Executive Board or the membership of AAHP (or both) in accordance with the position expressed in the above Explanatory Note? If so, is a simple majority of the Board of Editors sufficient for a veto?

The reason for the above request for an interpretation is that one of the new officers on the Executive Board of AAHP appears to be determined to bring about changes in the Articles of Association that go far beyond the original intentions of the Board of Editors and to terminate the relationship of AAHP to Brandeis University if at all possible. Drs. Maslow, May, Buhler and Rogers are among the members of the Board of Editors who have become quite concerned about the damaging effects of the actions of the Executive Board officer I am referring to. For good reasons I am not naming this officer. I, too, am concerned and very directly so in that I have been in a position to observe a number of disquieting developments in my capacity as Senior Editor on the Executive Board of AAHP.

I do hope that no action will have to be taken before this officer's term is completed in September of this year. We are in the middle of another delicate situation and confidentiality is imperative. Trusting that I shall hear from you at your earliest convenience, I am

Sincerely yours,

Anthony J. Sutich
Executive Editor
Board of Editors
Journal of Humanistic Psychology

AJS:mk

BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS 02154

UNIVERSITY COUNSEL
C. RUGGLES SMITH

TELEPHONE 894-6000
AREA CODE 617

4/21/1965

April 21, 1965

Mr. Anthony J. Sutich
Executive Editor
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303

Dear Mr. Sutich:

This is in reply to your letter of April 14, 1965. In accordance with your request, I have examined the Articles of Association of the American Association for Humanistic Psychology, in the light of the relationship of that Association to the Journal of Humanistic Psychology and to Brandeis University.

It is my understanding that the University is the sponsor of the Journal and that the Journal organized the Association. There would appear to be a chain of responsibility and authority originating in the University and obligating the Journal and the Association to limit their activities to those expressed in the original agreement between the University and the Board of Editors of the Journal.

While Section 6 of the Articles of Association specifies: "A two-thirds' majority of the entire membership shall be necessary to amend any of the Articles of Association," I would interpret this to mean that such a vote would not permit the members of the Association to take any action beyond or in conflict with the original scope of the organization as established under the auspices of the Journal and of the University. The Board of Editors of the Journal, or a majority of this body, is best qualified, subject to the ultimate authority of the University, to determine whether any proposed change in the Articles of Association would be in violation of the essential purpose of the Association as originally constituted.

I hope this analysis will be of some assistance to you and your colleagues.

Very sincerely yours,

C Ruggles Smith

CRS:nc

4/21/1965

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

Memorandum

DATE 4/21/65

TO: Prof. Maslow

FROM: C. Ruggles Smith

SUBJECT: Journal of Humanistic Psychology

The exhaustive study and the profound opinion resulting consumed at least $25 worth of my time and effort. To whom does the University send the bill?

Att.
CRS:nc

?

AG

esalen institute
BIG SUR HOT SPRINGS
BIG SUR, CALIFORNIA
Phone: BIG SUR 2634

May 22, 1965

Dear Mr. Sutich;

There is emerging in current Christian-Jewish thought a trend which some call "humanistic theology." This kind of thinking has much in common with so-called "humanistic psychology."

On the weekend of January 7-9, 1966, the Esalen Institute and the Spiritual Life Institute of Sedona, Arizona -- an interdenominational, though primarily Roman Catholic, institute encouraging an integral modern approach to a religious life which combines action and contemplation -- are co-sponsoring a seminar for psychologists and theologians of the humanistic persuasion. The themes of the discussion are broadly stated below. This letter is to invite you to attend. Since the two institutes are going ahead with the program sans money, you would have to pay for your room and board for the weekend ($26 for a double occupancy, $34 for a single, a sum which covers room and board from Friday dinner through Sunday lunch).

The general theme for discussion would center around the questions: How can one be and become human? What does contemporary theology have to say in answer to this question?...particularly those thinkers who begin with the question of Man's existence? What does humanistic or existentially oriented psychology have to say in answer to the same question? Is it possible to get beyond divisional thinking in approaching such problems? Can the theologian and the psychologist view man as a unitary organism or must they "divide man up" according to the unique perceptions of their particular disipliines? What is the fundamental growth process which takes the human organism beyond its present situation into the yet unrealized potential of its particular future?

Is this force that imsists upon human growth better understood and described by psychological or theological categories? Is it best understood as a combination of the two? Do the contemplative tradition and contemporary contemplative practice have a contribution to make understanding man's growth as man? In the process of human growth is there such a thing as psychological or spiritual evolution? Is a holistic orientation viable as an alternative in today's competition between categories of perception and understanding? Is the growth force best understood as a divine force, a biological force, a psychological mode, or a psychotic mechanism? What contribution does the existential approach (either in theology or psychology) have to make to these questions? Is it possible to tie any of the above questions back to a basic Biblical orientation?

esalen institute
BIG SUR HOT SPRINGS
BIG SUR, CALIFORNIA
Phone: BIG SUR 2634

The conversations would not necessarily try to deal with all of these questions. The questions are stated as a way of pointing to the general areas of discussion.

We would appreciate hearing from you in the near future.

Best Regards

Michael Murphy
Director
Esalen Institute

May 25, 1965

Dr. Abraham H. Maslow
76 Kingswood
Auburndale 66, Massachusetts

Dear Abe:

It has been a couple of weeks since your phone call, in which among other things you suggested that I write you about the offer from the Arequipa Foundation. This foundation was established four or five decades ago. In its first phase it concentrated on research on tuberculosis. In recent years, however, it has concentrated on cancer research. The director of research is Dr. David Salzberg. Dave was much interested several years ago in what you had to say about the healthful consequences of petting, fondling and gently handling rats in relation to possible cancer or other pathological development later on. He never lost interest in the subject matter, even though his main work has been on certain kinds of fungi and their relation to the development of cancer. He is intensely interested in the concept of stress.

Recently, out of the blue, I had a phone call from him, during which he offered us "thousands of feet of floor space", office equipment and anything else that we might want within reason if we could think up a project that we could sponsor ("we" meaning our Board of Editors as sponsors of a Research Institute or research project). He offered Miles Vich a position on a research project that MIMH was to sponsor, something having to do with rats. Miles is so busy with his full-time instructor's job at San Jose State and the completion of his Master's thesis that he could not see his way clear to taking on the position even if he agreed with the objectives of the research project. On the other hand, Dave is so enthusiastic about working out something with us that both Miles and I have felt it important to see what, if anything, could be worked out.

Dave met with the Board of Directors of the Arequipa Foundation about ten days ago. He introduced them to the Journal, the Association, your work, etc. etc., and he reports that they are very pleased and responsive. It appears that they are ready to go into a new phase in their Foundation history (By the way, the Arequipa Foundation is not listed in the Foundation Directory. Its headquarters are in San Francisco.). Yesterday, I had a long talk with Dave about a new project that might give us a common meeting ground or possibly be the basis for a parallel approach. He informed me that one of the Board directors is a local gynecologist, Dr. Jacobs. Jacobs is interested in research in hypnosis. He uses hypnosis in some of his own cases, and I remember referring someone to him several years ago. What Dave is saying in effect is that if we can work out any kind of formula that will make it possible for us to work on a hypnosis in terms of one of our own concepts that he is sure that the Board of Directors will take care of funding it. Miles and I are going to talk with him further about this Saturday evening, June 5, by which time other alternatives may have emerged.

Dave understands that the Board of Editors is so far on an independent basis with regard to our proposed Research Institute (or Institutes). He also knows that there is a commitment to explore possibilities with Sachar, first, nevertheless before we can consider other possible arrangements. He is so determined that we will somehow or other join up with the Arequipa Foundation, which is in a position to sponsor the Board of Editors for Federal tax exemption purposes, that in effect he is pushing us to bypass Brandeis altogether and join up with his organization. This is very flattering, indeed, but the exploratory process with Sachar must come first, and WBSI next, if necessary. It does seem to me, however, that if we can get sponsorship from Sachar, (and this means Federal tax exemption of course) that we should have enough freedom of action ~~that we could~~ set up joint research projects with Arequipa, WBSI, or any other reputable organization, for that matter. Ditto for setting up several centers or institutes in various parts of the country.

branch, subsidiary or independent

Perhaps I am dreaming, but, if so, please don't wake me up! I shall keep you informed.

I have tried to find enough time to put together the proposal to be sent to Sachar, but very little has been available. Consequently, I have settled for a Progress Report. I shall send you a copy in the next couple of days. I want you to see it before and react to it before I send it to Sachar. As I indicate in the report, some funding will be necessary if the proposal is to be worked out in detail. I am putting everything I can spare financially into this project. I can continue with this limited financial and time arrangement for an indefinite period if I have to, so the future work on the proposal is not dependent necessarily on what Sachar can do for us.

Last week I was asked to join the Advisory Board of Esalen Institute, which is Mike Murphy's organization at Big Sur Hot Springs. The Esalen Institute has recently been given Federal tax exemption and, as you may already know, is seeking a grant of $250,000 for a new kind of college. In view of their research program already contemplated and the direct and indirect relationship of many of the members of our Board of Editors to the work of the Esalen Institute, I am sure that there is a possibility of some kind of arrangement with Esalen for ourselves if necessary eventually.

I hope that this is enough to bring you up to date on developments regarding our proposed research Center(s).

Affectionately,

Tony

AJS:bb

JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 MARSHALL DRIVE • PALO ALTO, CALIFORNIA 94303

June 14, 1965

editor:
Anthony J. Sutich
assistant editors:
James F. T. Bugental
Miles A. Vich
technical editor:
Harriet Francisco
book review editor:
Henry Winthrop

EDITORIAL BOARD
Joe K. Adams
Heinz L. Ansbacher
Charlotte Buhler
Hadley Cantril
Kurt Goldstein
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
Ira Progoff
David Riesman
Carl R. Rogers
Ernest G. Schachtel
Adrian van Kaam

Dr. Abram L. Sachar, President
Brandeis University
Waltham, Massachusetts

Dear Dr. Sachar:

In accordance with your invitation in your letter dated December 14, 1964, I am submitting herewith a proposal for a humanistically oriented research and education center.

Your letter briefly referred to the question of financing our proposed center. Fortunately, this does not now appear to be as serious a problem as might have been expected. A very reputable local foundation has somehow heard about our projected institute and has approached us with a firm offer to give various kinds of assistance - office space, laboratory facilities, etc. - with a view to carrying on joint research. The officers and Director of Research of this foundation are eagerly awaiting the outcome of our explorations with you and hope that our proposed center may soon have the same kind of relationship to Brandeis University that now exists so amicably and creatively in relation to the Journal of Humanistic Psychology and the American Association For Humanistic Psychology. If necessary, however, it is prepared to extend sponsorship, federal tax-exemption, autonomy or equivalent to that which we have enjoyed in our relationship to Brandeis University.

In view of Dr. Abraham H. Maslow's role as the prime mover in the development of what is now called Humanistic Psychology, and in view of his relationship to Brandeis University, I suggest that you invite Dr. Maslow to explore the possibilities of our proposal with you. He is far better equipped for this purpose than anyone else I know. I shall, of course, be available for either telephonic or other communication and shall be glad to comply with any request for information or further clarification.

I wish to point out that as of this date there is no formal commitment on the part of the Board of Editors in relation to any institution or agency in connection with the proposal herewith submitted and no commitment can be made without the support of the majority of the members of the Board of Editors.

Trusting that you will find it possible to give early consideration to our proposal, I am,

Sincerely yours,

Anthony J. Sutich
Chairman, Planning Committee

AJS:dw

Planning Committee Members:

Joe K. Adams
Charlotte Buhler
Andrew Kay
Paul Lloyd
Abraham H. Maslow
Clark Moustakas
Robert H. Knapp
Rollo May
Miles Vich

P R O P O S A L

for an

INSTITUTE FOR HUMANISTIC STUDIES

RESPECTFULLY SUBMITTED BY:

Anthony J. Sutich
Chairman, Planning Committee

PLANNING COMMITTEE

Chairman

Anthony J. Sutich

Members

Joe K. Adams
Charlotte Buhler
Andrew Kay
Paul Lloyd
Abraham H. Maslow
Clark Moustakas
Robert H. Knapp
Rollo May
Miles Vich

CONTENTS

SECTION I	Statement of Purpose
SECTION II	Definition
SECTION III	Humanistic Research Background
SECTION IV	Some Related Developments
SECTION V	Orientation
SECTION VI	Title
SECTION VII	Sponsorship
SECTION VIII	Location Number of Centers
SECTION IX	Facilities Staff
SECTION X	Administration
SECTION XI	Financing

STATEMENT OF PURPOSE

A Statement of Purpose has been formulated and may be stated tentatively as follows:

> To administer, promote, and to offer facilities for the conduct and coordination of humanistically oriented research, studies, and education in psychology and related disciplines.

HUMANISTIC PSYCHOLOGY

DEFINITION

It seems desirable to state the current definition of Humanistic Psychology in order to have some perspective on the area represented by that title:

> Humanistic psychology is primarily an orientation toward the whole of psychology rather than a distinct area or school. It stands for respect for the worth of persons, respect for differences of approach, open-mindedness as to acceptable methods, and interest in exploration of new aspects of human behavior. As a "third force" in contemporary psychology, (the other two main forces being Psychoanalysis and Behaviorism), it is concerned with topics having little place in existing theories and systems: e.g., love, creativity, self, growth, organism, basic need-gratification, self-actualization, higher values, being, becoming, spontaneity, play, humor, affection, naturalness, warmth, ego-transcendence, objectivity, autonomy, responsibility, meaning, fair-play, transcendental experience, peak experience, courage, and related concepts. (This approach finds expression in the writings of such persons as Allport, Angyal, Asch, Buhler, Fromm, Goldstein, Horney, Maslow, May, Moustakas, Rogers, Wertheimer, and in certain of the writings of Jung, Adler, and the psychoanalytic ego-psychologists, existential and phenomenological psychologists.)

The above definition is by no means final: The historical development has been and is so rapid that it is virtually impossible to fully represent it at the present time, nor is it likely that a fully satisfactory definition can be formulated in the predictable future. The original definition was formulated by Dr. Abraham H. Maslow in 1957 and is incorporated in the Introduction to the first issue of The Journal of Humanistic Psychology (Spring 1961.) The 1957 formulation was an outgrowth of the statement of interest presented by Dr. Maslow in connection with his 1954 mailing list, numbering some 125 men and women from psychology and related disciplines.

HUMANISTIC RESEARCH BACKGROUND

It should be noted that considerable research has already been completed in several of the areas or concepts listed above, since the first formulation of the definition in 1957 by Dr. Abraham H. Maslow. Among these areas are creativity and values. Initial research is already in progress on a number of the concepts listed and on a substantial number of other concepts which are not listed but referred to as "related concepts" in the above definition.

A systematic list of the extensive research already completed or in progress could be compiled, but funds are not now available for this purpose. Suffice it to say that the four years' publication of the Journal for Humanistic Psychology are ample evidence of the scope, variety and importance of the concepts encompassed by humanistic psychology. Moreover, it should be noted that the research is usually cross-disciplinary in approach.

SOME RELATED DEVELOPMENTS

The Journal of Humanistic Psychology is now in its fifth year of publication. The order for the current issue (Spring 1965) is for 1400 copies, nearly 800 of which will go directly to subscribers.

The American Association for Humanistic Psychology now has approximately 500 members, the majority of whom are professionally employed as psychologists.

A $5,000 grant from The Hazen Foundation made it possible to hold a Conference on Humanistic Psychology at Old Saybrook, Connecticut, in November 1964. Twenty-three outstanding men and women in the field of psychology and related disciplines participated. Plans for a follow-up conference are already well advanced.

The University of Florida and Sonoma State College in California have announced the establishment of humanistically-oriented graduate programs in psychology.

Humanistically-oriented books, papers and articles - explicitly based on the definition incorporated in this proposal - are being published at a rapidly accelerating rate. They are already too numerous to list here.

It would take us too far afield, however, to report on other major developments. Our purpose is merely to indicate some of the background leading up to our proposal for a humanistically oriented research and training institute or center in the field of psychology.

ORIENTATION

The following are excerpts from reports submitted by members of the Board of Editors of the Journal of Humanistic Psychology regarding the basis for a humanistically oriented research center or institute. The excerpts are presented in the form of the ideas submitted which would presumably determine the selection of research projects, as well as serving as a standard or frame of reference in the selection of fellows for the institute.

"I think the idea of an Institute or Center is very promising. I'd like to see it permanently staffed with a cadre of permanent faculty, like Abe Maslow, Carl Rogers - senior men who are in continuous process of growing, with fellows elected for a period of time, like a semester or a year. There would be benefit in studying the experience of places like Princeton, and other "think-school" locales, to profit from their mistakes. I don't believe that the Institute should be confined to psychology alone, but should include people from other disciplines, e.g., sociology, psychiatry, the arts - but the leadership and administration should, I think, be in the hands of behavioral scientists.

I would see this Institute, among other things, as being a place in which the more creative and bold ideas could be tested and developed - concepts and techniques and relationships that are concerned with exploring and stretching human potentialities. A person with promising ideas could go there, and count on having the comradely help and stimulation of colleagues with diverse talents, and perspectives. The psychoanalysts managed to develop institutes, over the years, but they degenerated into a cult; this cultism we could avoid, but we could profit from their experience."

***

"I certainly find this an exciting prospect, but I'm not sure I yet understand in full just how you would hope to finance and administer such a program. Similarly, I would be interested to know how it might relate to or contrast with such agencies as The Mental Research Institute in Palo Alto or the Western Behavioral Sciences Center in La Jolla, California. However, I want you to know how much I lend my support generally to the kind of thinking that you are doing."

***

"I am, of course, extremely interested in the proposal. The project is very favorable to me. Personally, I would like to stress the necessity for the teaching of humanistic philosophies. I feel that such a program would be necessary in any humanistically oriented institute in psychology."

***

"First let me say that I approve in principle the establishment of a Center for Advanced Humanistic Studies and feel that it is an excellent goal to work toward.

My feelings on the subject incline very strongly toward including much more than psychology in the Center, in keeping with the larger humanistic point of view. Possibly certain qualities of the program that is presently followed at Pendle Hill, the advanced study center of the Quakers, might also be incorporated, particularly if the Center would be established on the West Coast, which, by the way, has definite advantages."

***

"Most certainly, I am all for any such institute. It would be quite impossible not to be these days. If a sound proposal were drawn up, I should think substantial funds for such an enterprise would be forthcoming in view of the increasingly barren and trivial research being done by most psychologists not humanistically oriented."

***

"... several institutes or centers, on a small scale for each, would be more desirable than a large center ..... It would be better to start from scratch setting up our own kind of center or centers without regard to whether they coincided in some respects with other already established centers such as those of the Behaviorists or Psychoanalysts."

***

"I think the idea of establishing a center for humanistic inquiry is an excellent one. However, I wonder about making the expansion of research the primary focus. More specifically, my concern is in terms of the definition of research. I do not believe that such a center or institute should make research the basis for its creation and existence, unless research is defined, not in its present-day mechanical and conventional sense, but as a form of inquiry, careful study, and search into the nature of basic themes and humanistic approaches to man and experience. Present day research too often merely corroborates and verifies limited hypotheses and facts. There are many organizations and institutions carrying out research of this kind. I believe that a search into the nature of a reality can be a form of critical examination which leads to a discovery of new theories, facts and awarenesses. In other words, it seems to me that a humanistic research center should be concerned primarily with discovery not corroboration and should venture into life as an open exploration, as a serious search into the meaning and essence of self, growth, being, becoming, courage, love, etc. I see humanistic psychology differing from other approaches not only in its concerns and ends but also in the means and values which give substance and human meaning to those ends.

I would not wish to help in sponsoring or supporting a center or institute which was dedicated primarily to quantitative approaches to human knowledge and human experience. But a center devoted to creative research consistent, for example, with Ross Mooney's discussion in The Self would be an exciting goal to work for.

I think it is important to clarify the basic purpose for establishing the institute to know whether we really have mutual values and find significance and meaning in the same processes and ends.

Of course, I realize that it is as much my responsibility to provide direction and focus to such a proposal as any other person on the Board. And these remarks, though certainly expressed

with conviction and feeling, are offered as a way of stating my interest in the project and my willingness to help evolve a center which values creative procedures and processes as well as humanistic goals."

***

"I would add the following consideration to your expressed purpose. The Center will, in addition, assume a major responsibility for establishing relationships with all other Institutes, Foundations, Agencies, Research Centers, etc. whose objectives are succinctly related to those of the Center, with the purpose of working together on, and jointly financing, research projects and objectives of genuine interest to both institutions.

The Center should definitely not be limited to humanistically-oriented research in psychology. It should definitely be inter-disciplinary and multidisciplinary but should restrict itself to encouraging humanistically-oriented research from all disciplines and from interdisciplinary areas. Obviously humanistic psychology, itself, represents in some very clear senses an interdisciplinary approach. For this reason its emphasis should be on the encouragement approach. For this reason its emphasis should be on the encouragement of humanistic research, no matter what its source, since there will always be psychological aspects to research of a humanistic nature.

Somewhere in the definition, it should be made clear that the phrase 'humanistic psychology' is so generic that it includes contributions from disciplines which are normally regarded as being outside of the field of psychology. By the same token, examples of figures who have made contributions to a humanistic psychology but who are not professional psychologists, should be included. Any restriction of humanistic psychology to professional psychologists and psychiatrists only, will risk the danger of having a useful movement degenerate into cultism of the rankest sort.

The proper location for the Center for Advanced Humanistic Studies should be some large urban center east of the Mississippi which boasts of many colleges and universities in or near it and which also boasts of a diversity of professions whose members are making contributions appropriate to its scope or who can be expected in the future to make such contributions. One city which might fill the bill is Washington, D.C. Another is New York City. There are many more of this kind east of the Mississippi."

***

"A long range study of the possible changes in personal values that might come about through participation in the center could be set up at the outset."

***

"I recommend that a continuing study of the project be made throughout its life span. This could entail employment of a series of 'house psychologists' for limited periods of time, possibly two or three years each. At the very least, someone should be employed to examine and report on the functioning of the project and participants after the first five years of operation."

***

"Unfortunately, most institutes have a way of outliving their original purposes and become a drag on further progress. Therefore, any humanistically oriented institute should start out with a built-in terminal point. Ten years seems like a reasonable span of time, fifteen years at the most. Limited administrative tenure should also be stipulated. And new advisory personnel might be brought into the organization half-way through the proposed life span of the institute."

***

"I suggest that a limited number of graduate students be invited to participate without restriction during their summer months vacation, with adequate transportation and salary arrangements provided."

***

"I am certainly in favor of the project. I think the one and obvious problem is the raising of money. It seems to me practically all of the other considerations and problems are not only dependent upon the raising of money, but would be subsumed under it ..... probably the Pacific Coast is the best place, and my general preference would be for a tie-in with a university."

***

"The emphasis in humanistic research - or at least one emphasis - must be on what might be called a free approach to hypotheses, notions, ideas, etc. that are of central concern to man. It seems to me that a great deal of 'basic' research can be initiated in this way in an explicitly encouraging setting. Without such 'basic' research, there can be no great forward strides in what is more properly called the psychological sciences than the behavioral sciences. Our own group of concepts, as stated in our definition of humanistic psychology, are incomparably suited for this purpose as a core group or constellation of concepts that can well serve as points of departure for what could be a most fruitful contribution to psychology and human knowledge and welfare. That this may call for daring, radical or even bizarre methodologies is only to be expected."

***

"Educational and Training Departments might emphasize acquiring experience in various group and individual techniques and methodologies as well as the development of a humanistic perspective and orientation."

***

"I think the proposed center should concern itself with several kinds of 'research'. First, it should be a <u>place</u> where invited residents could engage in dialogue or 'multilogue'. Proceeding from this is the idea of several "Centers" which might engage in the exchange of information and activities, dialogue between Centers.

Publications, such as those of the Western Behavioral Sciences Institute, perhaps a 'letter' circulated to interested persons every two or three months.

Exploration, rather than painstaking analysis should be the emphasis at the Center. Careful analytic and quantitative research should nevertheless be possible.

Centers should be terminated, dissolved or at least reorganized every five or ten years.

The Center should be international and interdisciplinary. After it has been running for awhile, an antagonistic view should be available in the form of a person, perhaps in residence.

For the more hardy, the Center might maintain a 'traveling seminar'. Moving from university to university, sending tapes of previous sessions ahead to the next stop on the circuit.

The Center should serve as an information source. Papers, information on related activities throughout the world, tape libraries, etc., might be valuable.

Finally, although the orientation is psychological this should not limit the subject matter to psychology."

***

"Historically, there is a need for a new push or surge in what might be called basic research in psychology. Mostly this appears to be a matter of extensive theoretical exploration as a precondition for newer applied developments."

***

"Graduate or prospective graduate students in many departments are encouraged to go to other universities for an enrichment of their orientation to their field. It seems possible to accomplish some of the same results through graduate participation in the research center, perhaps for a period of time not less than one quarter or more than a year. Association with resident fellows or participants in the research center could be so arranged as to stimulate the students own development in such ways as to bring about a broader perspective. Summer might be a particularly good time for arrangements of this kind."

***

"The direction should be toward the concepts listed in the definition of Humanistic Psychology incorporated in the AAHP Articles of Association.

The first selections of outstanding research fellows should be made from the Board of Editors. This selection might extend over five or more years.

A pilot center might be the best approach to the problem of what kind or kinds of research center. A flexible and experimental initial approach is very much in order.

One of the requirements, initially but perhaps not so later on, might be that the prospective researcher should be directly concerned with research in one of the areas listed. A beginning has to be made somewhere at some definite point.

Preference should be given to theoreticians perhaps for the first few years as far as choice of researchers is concerned. The reason for this is that humanistic psychology is now in its more obviously theoretical phase of development with a shift to quantification to follow.

The research center might well 'farm out' several centers to other interested responsible organizations such as WBSI of La Jolla, California or Mental Research Institute, Palo Alto, California for joint efforts along humanistic research lines."

***

"I should think that individuals engaged in research in areas already listed in the definition would get real consideration as candidates for research opportunities at the centers. Secondly, those researchers who seem to be making some kind of headway in either the theoretical or applied concepts directly related to the group listed in the definition. The phrase 'and related concepts' was included in the definition in order to avoid an unwieldy formulation which would have been the case if an attempt had been made to list all of the directly relevant areas.

Special consideration should be given to the creation of a favorable setting for those researchers who are concerned with the theoretical aspects of a given area that may or may not have a record of substantial published findings."

***

TITLE

1. Humanistic Psychology Research Center
2. Humanistic Psychology Research Institute
3. Center for Humanistic Studies
4. Humanistic Sciences Center
5. Institute for Humanistic Studies
6. Other?

SPONSORSHIP

1. Direct University tie-in, preferably Brandeis University, through Board of Editors of the Journal of Humanistic Psychology.
2. Indirect University tie-in through the AAHP which is responsible to the Board of Editors of JHP.
3. Independent, non-profit, tax exempt organization with the Board of Editors of JHP and possibly other individuals as the sponsoring group.
4. Sponsorship by interested foundation.
5. Other?

LOCATION

1. Campus
2. Off-campus with university tie-in
3. Independent
4. Geographical preference: Pacific Coast, Eastern, Other?

NUMBER OF CENTERS

(To Be Determined) Possibly beginning with a pilot project.

FACILITIES

Administrative offices, research facilities, seminar and lecture space, etc.

STAFF

To be chosen initially by Planning Committee; Later, by Board of Editors, JHP.

ADMINISTRATION

1. Indirect university administration through Board of Editors of JHP
2. Independent administration
3. Other?

FINANCING

1. Through a foundation
2. A combination of foundation and university
3. Initial financing through a foundation with independent financing to follow.
4. Other alternatives?

BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS 02154

OFFICE OF THE PRESIDENT

July 29, 1965

Dear Dr. Sutich:

I have been on a European mission and have only recently returned. I am glad, indeed, that more permanent and more adequate sponsorship has been developed by you for the Journal of Humanistic Psychology and congratulate you on this success. I have discussed these developments with Dr. Maslow and he shares my satisfaction that the University has been helpful, however modestly, with some seed money.

We shall now withdraw and offer our very best wishes.

Cordially,

A. L. Sachar

Dr. Anthony J. Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303

ALS:sdp

copy

August 5, 1965

Dr. Abram L. Sachar, President
Office of the President
Brandeis University
Waltham, Massachusetts 02154

Dear Dr. Sachar:

Thank you for your letter of July 29. I phoned Dr. Maslow regarding it and now have a much fuller understanding of your views in relation to our Journal, the American Association for Humanistic Psychology and our projected research institute. I am glad that the transfer of sponsorship from Brandeis University to a Foundation in this region meets with your approval.

My impression is that in view of present organizational complexities and technicalities a good deal of work will be entailed in connection with making the transfer, and other considerations of various kinds indicate that at least six months or perhaps a year will be needed for the completion of the move. This estimate is based on a conference with Dr. David Salzberg the Director of Research of the Foundation and its Board of Directors. I assume that you will want to be kept fully informed of and will supervise the various developments and make necessary recommendations and decisions.

Two things are immediately important, however. First, I assume I am right in understanding that the opening phrase in the concluding sentence in your letter: "We shall now withdraw" refers to the entire process of transition to official completion rather than to the date on your letter. Secondly, I note your reference to "seed money" about which I heard from Dr. Maslow following his conference with you several months back but about which I have received no official communication from your office. My understanding is that we are to receive $3,000 in three yearly installments of $1,000 each for much needed expansion and improvement of the Journal of Humanistic Psychology. Transfer of sponsorship, even if completed in the next year will not in the least affect the pressing financial needs of the Journal for the next two years. Our plans for the Journal for this period of time have been made independently of any knowledge or consideration of transfer of sponsorship and are substantially dependent and based on the very generous offer of "seed money" you made in your talk with Dr. Maslow some months back.

I would appreciate knowing whether I can feel free to communicate with the Legal Department of Brandeis University on relevant legal matters to facilitate the handling of the transfer of sponsorship. My correspondence with the Legal Department of Brandeis University has been limited to C. Ruggles Smith and I have found him to be a most perceptive and helpful person in our past communications. Certainly also you may be assured that the Board of Editors will be completely informed as we go along and that I shall maintain the closest possible communication at every step with Dr. Maslow.

Sincerely yours,

Anthony J. Sutich

JOURNAL OF HUMANISTIC PSYCHOLOGY

2637 MARSHALL DRIVE • PALO ALTO, CALIFORNIA 94303

August [illegible], 1969

editor:
Anthony J. Sutich

assistant editors:
James F. T. Bugental
Miles A. Vich

technical editor:
Harriet Francisco

book review editor:
Henry Winthrop

EDITORIAL BOARD
Joe K. Adams
Heinz L. Ansbacher
Charlotte Buhler
Hadley Cantril
Kurt Goldstein
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
Ira Progoff
David Riesman
Carl R. Rogers
Ernest G. Schachtel
Adrian van Kaam

Dr. [illegible] L. Sachar, President
Office of the President
Brandeis University
Waltham, Massachusetts 02154

Dear Dr. Sachar:

Thank you for your letter of July 29. I phoned Dr. Maslow regarding it and we have a much fuller understanding of your views in relation to our journal, the American Association for Humanistic Psychology and our projected research institute. I am glad that the transfer of Brandeis Bibs from Brandeis University to a Foundation in [illegible] is proceeding with your approval.

My impression is that in view of current organizational complexities and technicalities a great deal of work will be entailed in connection with making the transfers, and other considerations of various kinds indicate that at least six months or perhaps a year will be needed for the completion of the move. This estimate is based on a conference with Dr. David [illegible] Director of Research of the Foundation [illegible] of Science.
I am sure that you will want to be kept fully informed of and will supervise the various negotiations and make necessary decisions.

Two things are immediately important, however. First, I am sure I am right in understanding that the opening phrase in the concluding sentence in our letter: "We shall now withdraw" refers to the entire process of transition to official completion rather than to the date on your letter. Secondly, I refer to your reference to "Seed money," about which I am not clear. I believe I recall discussions with you several times in the past but about which I have received no official communication from your office. My understanding is that we are to receive $5,000 in three yearly installments of $1,000

editor:
Anthony J. Sutich

assistant editors:
James F. T. Bugental
Miles A. Vich

technical editor:
Harriet Francisco

book review editor:
Henry Winthrop

EDITORIAL BOARD
Joe K. Adams
Heinz L. Ansbacher
Charlotte Buhler
Hadley Cantril
Kurt Goldstein
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
Ira Progoff
David Riesman
Carl R. Rogers
Ernest G. Schachtel
Adrian van Kaam

[illegible] much needed expansion and improvement of the Journal of Humanistic Psychology. Transfer of [illegible], when completed in the next year will not in any way affect the pressing, financial needs of the Journal for the next two years. Our plans for the Journal for this period of time have been made independently of any knowledge or consideration of transfer of [illegible] and are substantially dependent and [illegible] the very generous offer of "seed money" you made in your talk with Dr. Maslow some months back.

I [illegible] be knowing whether I can feel free to [illegible] the [illegible] Department of Brandeis University [illegible] matters to facilitate the handling of [illegible] of membership. My correspondence with the [illegible] development of Brandeis University has been limited to Dr. [illegible] with whom I have found him to be [illegible] and helpful [illegible] in our [illegible] communications. I trust, also you may be sure that the [illegible] of affairs will be communicated in as [illegible] and exact [illegible] as possible [illegible] examination of every step with Dr. Maslow.

Sincerely yours,

Anthony J. Sutich

File

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

OFFICE OF THE PRESIDENT

August 17, 1965

Dear Dr. Sutich:

We shall honor our commitment for $1,000 for the year ahead. But we cannot continue the subvention now that the sponsorship is to be transferred. I do not understand all the complications that you describe in the transfer. We undertook the sponsorship in what Dr. Maslow indicated would be a purely technical arrangement. Why can't the transfer be effected with the same dispatch?

Cordially yours,

A. L. Sachar

Dr. Anthony J. Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303

ALS:je

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

DEPARTMENT OF PSYCHOLOGY

October 14, 1965

Dr. Anthony Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California

Dear Tony:

I have thought about possible editors as well as possible officers, helpers, etc. These are the names I have selected as people worthy of respect. I have already written about George Kelly and Gene Gendlin (I also think Gene is youngish and can afford to wait for a few years). Other people I am enthusiastic about are in the T-Group gang and we might very well appoint one of them. The best ones I think are Bob Tannenbaum and Jim Clark of U.C.L.A, and also Warren Bennis of M.I.T. One of these should be a good idea. They are all tops.

Then what do you think of Henry Geiger. I think he is a great man. More "normal" would be Robert White of Harvard; he is not a great man but certainly a very good one. Have you thought of trying Asch again, perhaps also Allport, Fromm, and Gardner Murphy? In other fields Walter Weisscopf, the Humanistic Philosopher, Psychologist is great. Colin Wilson of England should be a possibility; also, Paul Halmos, University of Wales, Sociologist-Philosopher. Of the LSD people Willis Harman seems to be very good although I haven't met him yet.

Then as additional and somewhat doubtful possibilities, Bugental, Bonner, Joseph Wood Krutch, Allen Whellis, Henry Winthrop, Everett Shostrom, Roger Brown of Harvard, Art Combs; Foreign representatives, Prabhu of India, Diaz - Guerrero of Mexico, K. Sato of Japan.

Affectionately,

AHM:nt

A.H.Maslow

JOURNAL OF HUMANISTIC PSYCHOLOGY

2637 MARSHALL DRIVE • PALO ALTO, CALIFORNIA 94303

editor:
Anthony J. Sutich

assistant editors:
James F. T. Bugental
Miles A. Vich

technical editor:
Harriet Francisco

book review editor:
Henry Winthrop

EDITORIAL BOARD
Joe K. Adams
Heinz L. Ansbacher
Charlotte Buhler
Hadley Cantril
Kurt Goldstein
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
Ira Progoff
David Riesman
Carl R. Rogers
Ernest G. Schachtel
Adrian van Kaam

October 15, 1965

Andrew F. Kay
340 Serpentine Dr.
Del Mar, Calif.

Dear Andy:

I am very late in expressing my appreciation for your very generous contribution to my expedition expenses to the Chicago convention of the AAHP. It was most welcome indeed and much needed.

I went by train this time and it was my first train trip in fifty years--I vaguely remember the train ride from Tacoma, Washington where I was born to the Bay Area in 1915--and it somehow seemed like a long time between train rides.

My wife Evelyn and an attendant went with me and it was a fairly complicated process as far as my needs were concerned. The wheels on my cart had to be disconnected and I was suspended between the window sill, where I could use my mirror to look outside, and a cigarette ash tray welded to the lower berth at the foot of my cart. This is the only arrangement that could be worked out in the Pullman compartment. Actually it meant that I had no support underneath my stretcher cart with the result that vibrated literally for forty some odd hours from Oakland to Chicago with the same arrangement for the return trip. The vibration was quite a nuisance at the beginning but as soon as I got used to it it occurred to me that the train which was called the City of San Francisco vibrated so much that it must have been built sometime during the earthquake in San Francisco in 1906!

The convention itself was a hard working and effective one. Some fast work had been done behind the scenes during the course of this year and I was surprised to find that what Abe and I and others hoped would be a during the coming year was already an accomplished fact as an independent organization immediately. Since I

happen to be the Executive Editor of the Journal and the Association was legally responsible to the Journal, this has meant that I have had to work with the new Secretary of AAHP in order to arrange the disaffiliation. The new Secretary is John Levy, whom I know and trust, and he is empowered to work out the setting up of AAHP as an independent entity. I have had to do a lot work connected with this transition. As of October 1, 1965, the Association has severed its connection with the Journal and Brandeis and Levy is of the opinion that it ~~would~~ will take about three months before the AAHP gets the Federal tax exempt status that is so essential and which it had while it was under the sponsorship of the Journal and Brandeis.

I am a member of the new Board of AAHP and a new constitution will be written up. Most of the details of these and other convention developments will be included in the next AAHP Newsletter that should be out within a month or so.

I talked with Abe by phone about developments in Chicago while I was there and I am keeping in touch with him as new developments occur. For the time being, at least, I shall do all that I can to make sure that the Journal remains intact and connected with Brandeis until we see what happens with the new Association set up. If things work out O.K. from the standpoint of the Journal's Board of Editors the Journal will probably work out some kind of arrangement with the newly constituted AAHP.

Abe was insistent over the phone that I give priority to the interests of the Journal ~~/~~ in this developing situation and I agree completely with him. In the meantime the Research Institute project has had to be shelved while we wait upon future events.

I look forward to seeing Abe some time early next year when, I understand, he will be involved in a seminar-workshop arrangement the Esalen Institute at the Big Sur Hot Springs.

I hope that things are going wonderfully for you, Mary and your whole family.

With warm and grateful regards,

JOURNAL OF HUMANISTIC PSYCHOLOGY

2637 MARSHALL DRIVE • PALO ALTO, CALIFORNIA 94303

editor:
Anthony J. Sutich

assistant editors:
James F. T. Bugental
Miles A. Vich

technical editor:
Harriet Francisco

book review editor:
Henry Winthrop

EDITORIAL BOARD
Joe K. Adams
Heinz L. Ansbacher
Charlotte Buhler
Hadley Cantril
Kurt Goldstein
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
Ira Progoff
David Riesman
Carl R. Rogers
Ernest G. Schachtel
Adrian van Kaam

October 27, 1965

Dr. Abraham H. Maslow
Department of Psychology
Brandeis University
Waltham, Massachusetts 02154

Dear Abe:

Many thanks for your letters of October 11 and 14.

First let me congratulate you on being a "free man". It seems to be a rare privilege nowadays.

I ~~am~~ very excited about your weekend at Big Sur Hot Springs for the 7-8 weekend of January (or 6-7, refer to it in your letter). I have heard from Mike Murphy about his wonderful day with you.

A couple of weeks ago Miles Vich and I attended B.F. Skinners' weekend at Esalen Institute(Big Sur Hot Springs) seminar. Although we were toying with the idea of a confrontation, we decided it would be most discourteous since the Skinner seminar wasn't billed as such and there were fifty or more people who attended primarily to interact with him. Miles and I, however, couldn't resist asking one or two "innocent" questions. Without intending to Miles asked him a question which resulted in an explosive outburst on the part of Skinner, following which Skinner apologised to everyone for being so "emotional". As a member of the Advisory Board of the Esalen Institute, I was a non-paying kibbitzer and I had a hell of a time holding myself in check.

I'm very sorry I may have given the impression that I am giving up the editorship of the Journal. I see no reason whatsoever for doing so especially during these troublesome transitional times.

I wrote to Sahar on the 15th of Sept., shortly after a long session with John Levy in which we arranged for the disaffiliation of the AAHP from the Journal and Brandeis. The effective date was to be Oct. 1, 1965

I have had not one word from Sahar, not even an acknowledgment of the registered letter. In the meantime John Levy, the new secretary of the AAHP ~~new~~ headquarters for the organization at 584 Page St, San Francisco. He, Buhler, Sid Lohl and others are doing a fine job of setting up a new phase of AAHP newsletter that will cover is working hard on a AAHP

Miles Vich at the Chicago Convention, Sept. 1,2.

(2)

I am going to write Sacher directly in the next few days. As the representative of the Board of Trustees he, of course, has the files regarding an easy transition of AAUP. I am being very careful in writing him so as not to jeopardize the $1,000 he has written he would send to the Journal. Also, I am making sure he understands the Journal will continue under Brandeis supervision at least for the next three to six months while we are waiting for the AAUP situation to stabilize enough for us to decide whether the Journal will join AAUP or make some other move.

The most upsetting thing about the past couple of months is not the "accomplished fact" presented to me on the evening before the convention opened in Chicago but the fact that his activities have given you trouble with Brandeis associates, including Sachar

~~Unless~~ My impression is that Sachars' comments to you on why he approved Federal Tax Exemption for the Journal and the Association (that is on a purely personal basis) puts you in a very difficult position, perhaps untenable. I don't think it is fair for you to be burdened to such a degree. Therefore, I shall do whatever I can to make sure that we leave Brandeis gracefully, in due time, and that perhaps sometime next year we find ourselves comfortably situated somewhere.

I wish I could go into the Arequipa situation here. Unfortunately I seem to be "taken in" by Dave Selsberg who apparently had far exceeded his authority as Director of Research when he made his apparently comprehensive and generous offer to us several months back. Negotiations have been completely discontinued with his organization. The whole idea of research institute has had to be shelved until such time as the Association change has been completed, together with our own yet to be decided relationship to a new AAUP.

So much for now. Hope you have a wonderful trip south.

Affectionately,

Tony

PS Many thanks for your [illegible]

Continued from page 1

lowing may serve as a record of those activities.

Ruth C. Cohn, 333 Central Park West, New York City 25, N. Y.

"Training in Intuition"

Shirley Winston, Institute for Holistic Personality Research, Inc., 247 West 72nd Street, New York 23, N. Y.

"Enlarging the Phenomenological Field"

Dorit Twitchell Allen, University of Cincinnati, and *Elizabeth R. Miller*, Longview State Hospital, Cincinnati 16, Ohio.

"Psychodrama: Crib Scene Technique and Group Support of the Individual"

Fritz Perls, Big Sur Hot Springs, Big Sur, California.

"Dreamwork without Interpretation"

Harold Greenwald, 11 West 81st Street, New York 24, N. Y.

"Adult Play Therapy"

At the general membership meeting, held at 4:00 P.M. the most important action taken was the unanimous decision to leave the protective wing of Brandeis University and establish the AAHP as a completely independent organization. John Levy, the new Secretary, was empowered to supervise and carry through this change in accordance with instructions and with the cooperation of the Executive Board of the Association.

Another highlight of the general meeting, especially for the writer was the tribute paid to Norma Rosenquist, the retiring Secretary of the Association. Working with Norma week-in and week-out over a period of three and one-half years has been for me one of the most rewarding features of the Association's development. The general membership meeting and the entire convention were characterized by a productive and amicable spirit. Much of the credit for this must go to the fine work of the Local Arrangements Committee headed by Robert Hassenger.

Other special features of the two days included the invited address of Eugene Gendlin, "Assumptions vs. Experience", on the evening of September 1, and the Retiring President's Address by Edward J. Shoben, Jr., on the evening of September 2. Both talks were stimulating examples of humanistically oriented thought in the field of psychology.

Under the presidency of Charlotte Buhler we can look forward to the extension of the already apparent international influence of AAHP. As a member of both the retiring and the new Executive Board, the outstanding impression I have of the general membership and Board meetings is that in the short space of two years the AAHP had reached a turning point. To the writer, who also happened to be chosen chairman of the Organizing Committee of AAHP at its very beginning, the move for independence came at least a year ahead of his expectations and seemed to be the result of the rapidly accelerating speed of historical change in the field of psychology.

AAHP NEWSLETTER

American Association For Humanistic Psychology

NOVEMBER, 1965

VOL. II, No. 3 584 PAGE STREET SAN FRANCISCO, CALIFORNIA 94117

OUTLOOK FOR AAHP'S DEVELOPMENT IN 1965-66

Charlotte Buhler

After our first three presidents made great strides in establishing AAHP as a functioning unit with a basic organization and membership, we can now look optimistically to our future development.

There is a very widespread interest in the humanistic movement, but there is also a great deal of confusion regarding the objectives and methods of a humanistic psychology.

Both these facts are challenges which we should try to meet as soon and as effectively as possible.

An interesting fact to which last year's AAHP program addressed itself, is that at the time of the greatest automation in history, men cry out and search for new values on which to found human life and assure its deeper fulfillment.

Values which in previous times and previous cultural developments seemed ascertained by dogma and tradition, have become problematic and a matter of concern. The humanistic psychologist's interest in the study of values is closely related to this existentialistic concern. In clarifying for ourselves the nature of our value experiences, we hope to get to a better understanding of human life.

This then is what all of us who joined this Association seem to have in common in spite of the fact that our group incorporates people with very different approaches to the study of life's values. This we might emphasize, when answering the many questions of those who are interested in our Association.

Many of our members have expressed the wish to participate in the process of a more specified clarification and definition of our objectives. They are herewith invited to send in their ideas to the new editor of our *Newsletter*, Edwin Barker. He will have the various ideas assembled and will publicize some of the main trends of thought that become apparent.

At the same time, we invite our members to interest their friends and colleagues in the work of our Association so as to give it a broader foundation for its further development.

THE CHICAGO CONVENTION IMPRESSIONS

Anthony J. Sutich
Senior Editor

I find myself unexpectedly assigned the task of reporting my impressions of our third annual meeting. Perhaps this can best be done in the context of a brief review of the three Association Conventions held thus far. My primary impression of the Philadelphia meeting two years ago was that of mutual discovery. Within a period of one day of close association, a hundred or so individuals, essentially like minded, found that they constituted a "belonging group". The days of professional and intellectual isolation, and uncertainty as to fundamental agreement were over. The day was both a revelation and a frustration. There simply wasn't enough time to directly communicate a million and one things with previously personally unknown colleagues.

The Los Angeles meeting in September 1964 with a sense of belonging already established, seemed to be more an expression of richness and diversity of interests, general direction, and professional competence. Sociometric techniques were employed in its interview.

For those of us who may have been concerned about AAHP being merely a protest group, the Chicago meeting was most reassuring. It was a hard working, down-to-cases convention. The two day program offered opportunities for thorough-going individual and group participation. There seemed to be more of a general sense of what we really are as a group. Protest was being transformed into exciting but tough minded experimental projects. One felt and directly experienced a freedom for theorizing and experimenting that enriched the understanding and applicability of scientific method.

Exemplifying this was the innovation at the Chicago meeting of the Idea Forum. It proved to be an enormously valuable technique for the encouragement of participation. Some sense of the content, scope, and significance of this activity may be gathered from the September 1 afternoon schedule:

Phillip H. Warren, State College, St. Cloud, Minnesota

"Ideas on the Scientific Study of Experiences Called Religious"

Dennis O'Donovan, University of Florida, Gainesville

"The Myth of Determinism and the Myth of Choice"

Brian M. Carpendale, University of Toronto, Toronto 5.

"Maslow's Scale of Being Motivation – Explorations and Implications"

Willard B. Frick, Albion College, Albion, Michigan.

"Ideas on the Scientific Study of Non-Professional Therapeutic Relationships"

Ted Landsman, University of Florida, Gainesville.

"Ideas from Research in Positive Human Experiences"

Fritz Perls, Big Sur Hot Springs, Big Sur, California.

"Gestalt Therapy"

The Thursday morning discussion groups required a difficult choice among fascinating topics presented by Charlotte Buhler, Adrian van Kaam, Clark Moustakas, O. Hobart Mowrer, and Edwin N. Barker. After lunch the scheduled Demonstrations began. They were designed to permit experimentation and evaluation of specialized approaches to various psychological phenomena. Limited time required simultaneous scheduling and thereby prevented attendance at all of the demonstrations. The fol-

Continued on page 4

560

NEW ADDRESS

The AAHP has moved to new quarters. The official address is now:

AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY
584 Page Street
San Francisco, California 94117

DUES INCREASE

In order to support the expansion and extension of AAHP's future activities the Executive Board has acted upon recommendations of the Treasurer and authorized an increase from $5 to $8 for 1966 annual dues.

All active members of the Association may subscribe to the *Journal of Humanistic Psychology* at the special reduced annual rate of $4.50 (reg. $5.00).

Checks for annual dues ($8) or dues plus one year *JHP* subscription ($12.50) should be made payable to the American Association for Humanistic Psychology.

ELECTION RESULTS

President - Elect (1966 - 67)
..... Stansfeld Sargent

Member-At-Large
(Joe Adams retiring MAL)
..... Herbert Otto

EXECUTIVE BOARD APPOINTMENT

Secretary ..... John Levy
(One year appointment;
Norma Rosenquist resigning.)

APPOINTMENTS

Charlotte Buhler announced the following appointments:

Newsletter Editor ..... Edwin Barker

Publicity and Promotion Committee
(Chmn.) ..... Ivy Mooring

Membership Committee
(Chmn.) ..... Frank Severin
Bob Hassenger
Norma Rosenquist

Program Committee
(Chmn) ..... Jack Gibb

The Secretary, John Levy, has made the following request:

"All Board members and Committee chairmen are strongly urged to send copies of *all* correspondence to the Secretary, so that there will be one place where all documents will be available and so that the Secretary will be aware of what is going on and can function as a source of information."

Please address all such correspondence to the Secretary, at the above indicated new address.

AAHP TO BE INDEPENDENT

At the first meeting of the retiring Executive Board on August 31 it was unanimously decided to establish the AAHP as an independent, non-profit corporation. On September 2, at the general membership meeting, this recommendation was unanimously approved after full discussion. This involves writing a new constitution and by-laws as a basis for becoming incorporated as an independent organization. When AAHP is officially incorporated it will apply for status as a Federal-Tax-Exempt, educational, non-profit organization.

Looking Ahead....

"A Human Relations Workshop for Educators". Theme: *The Enriched Human Being*.
November 19-21 at Hotel Del Coronado, Coronado, California.
Presented by Western Behavioral Sciences Institute, 1221 Torrey Pines Road, La Jolla, California. *Carl R. Rogers, Richard E. Farson,* and *Jack R. Gibb* will work with small groups in a workshop setting.

(One unit college credit optional)

The Esalen Institute at Big Sur Hot Springs, Big Sur, California, announces the following seminars:

November 12-17 *Sidney Jourard* (University of Florida) and *Gerald Goodman* (University of California) will discuss theory and research on self-disclosure and related concepts in "A Psychology of Intimacy". Demonstrations and workshop.

November 26-28 *Clark Moustakas* (Merrill-Palmer Institute) and *Hobart Thomas* (Sonoma State College) will discuss the place of humanistic values in education.

December 3-5 *S. I. Hayakawa* (San Francisco State College) will use his own collection of African art in a discussion of primitive art.

December 10-12 *J. F. T. Bugental* (Psychological Services Associates) will explore broad aspects of "the further development of man", with emphasis on development of potentialities. Personal participation will be encouraged.

THE NEWSLETTER

The *NEWSLETTER* (formerly PHOENIX) is published by the American Association for Humanistic Psychology to inform members of the Association of activities, events and ideas of concern to humanistic psychology. The Association headquarters and publication address is 584 Page Street, San Francisco, California 94117.

Editor ..... Miles A. Vich

The American Association for Humanistic Psychology is a non profit organization.

Executive Board
1965 - 1966

President ..... Charlotte Buhler
President Elect ..... Stansfeld Sargent
Past President Edward Joseph Shoben, Jr.
Secretary ..... John Levy
Treasurer ..... Sidney Wohl
Members-At-Large ..... Ira Progoff
Senior Editor ..... Anthony J. Sutich

SPONSORS

Joe K. Adams; Heinz L. Ansbacher; James F. T. Bugental; Charlotte Buhler; Hadley Cantril; Harriet Francisco; Robert Hartman; S. I. Hayakawa; Sidney M. Jourard; Abraham H. Maslow; Rollo May; Clark Moustakas; Lewis Mumford; Henry A. Murray; Ira Progoff; David Riesman; Carl R. Rogers; Ernest G. Schachtel; Anthony J. Sutich; Adrian van Kaam; Miles A. Vich; Henry Winthrop.

The American Association for Humanistic Psychology is organized to provide a forum and a facilitation to all who are genuinely interested in the emergence of a humanistic approach to the study of man.

Information and membership applications may be secured by writing to the Secretary of the Association at the above address.

KURT GOLDSTEIN

The Journal of Humanistic Psychology and the AAHP received notice of the death of Dr. Kurt Goldstein on September 18. He was one of the original Board of Editors of the Journal and a Sponsor of the AAHP. His contributions in research and theory established him as one of the founders and early pioneers in the development of a more humanistic orientation in psychology and related disciplines.

NEW EDITOR FOR NEWSLETTER

Miles A. Vich

During the 1964-65 year I have found my experience as AAHP *Newsletter* editor to be most meaningful. The opportunity to work with individuals and groups throughout the United States and other countries has been challenging, occasionally frustrating, and, I hope, productive. I am especially indebted to Norma Rosenquist (Past Secretary), Anthony J. Sutich (Senior Editor) and other Sponsors and members of the Association who have contributed information, articles and much hard work to this publication.

Although the press of other commitments dictates my resignation as *Newsletter* editor, I am happy to be able to introduce the new editor, recently appointed by Charlotte Buhler.

Edwin N. Barker, 36, has an extensive background in the practice, research and teaching of psychotherapy. He has been interested in "... increasing the communication between clinical and other specialties within psychology..."

His current research involves empirical studies of the fear of loneliness and aloneness, authenticity and depression, and personal and impersonal perception.

Additional areas of interest include the philosophy of science, value problems, and the "... difficulties in psychology's approaching humanistic subject matter while retaining positivistic rigor."

Over the next few years he hopes to present "... a relatively integrated view – a miniature theory – of psychological adequacy or 'health' and therapeutic change...".

Now at the Ohio State University (Psychology Department, 1945 N. High Street, Columbus), Edwin Barker is a member of the Faculty Council and is on the Executive Committee of the American Association of University Professors.

He received his Ph.D. from Columbia University in 1958 and is married to Elizabeth Barker, also a Columbia Ph.D. in Clinical Psychology. They have two children, twins, age 9.

SECOND CONFERENCE PLANNED

The First Conference on Humanistic Psychology, held at Old Saybrook in November, 1964, was so successful and encouraging it has led to plans for another conference. Richard Hogan of Downey, California is chairman of the committee planning the Second Conference on Humanistic Psychology. Robert Knapp, Chairman of the Long Range Planning Committee, recently reported encouraging indications regarding university sponsorship and foundation funding. The Second Conference will probably take place early next year.

FALL 1965 ISSUE OF JOURNAL ANNOUNCED

Anthony J. Sutich, Editor of the *Journal of Humanistic Psychology* has announced that the Fall, 1965 issue will combine a tribute to one of the members of the Journal's Board of Editors, the late Aldous Huxley, with a special section devoted to papers presented at the First Conference on Humanistic Psychology, Old Saybrook, Connecticut, November 27 - 30, 1964.

The following is from the Table of Contents, Vol. 5, No. 2:

Introduction ..... Anthony J. Sutich

Aldous Huxley ..... Gervas Huxley

Personal Goals of Indian and American University Students ..... Richard W. Kelly

Current Status and Future Trends in Psychedelic (LSD) Research ..... Robert E. Mogar

The Phenomena of Sin, Neo-Fear and Punishment: Reconsidered ..... Sheldon M. Cohen

First Invitational Conference on Humanistic Psychology
Introduction ..... J.F.T. Bugental
Some Thoughts Regarding the Current Philosophy of the Behavioral Sciences ..... Carl R. Rogers
The Threat of Aggression ..... George A. Kelly
Intentionality, the Heart of Human Will ..... Rollo May
Psychology: Natural Science or Humanistic Discipline? ..... Edward Joseph Shoben, Jr.
Humanistic Science and Transcendent Experiences ..... Abraham H. Maslow

Book Review ..... Lewis Mumford

Book Review ..... Henry Winthrop

The Persons Behind the Ideas ..... J.F.T. Bugental

copy

Nov. 17
65

Dear Tony

Your letter just caught up with me. Don't worry about me & Sachar. It's no problem. If I can help, I will. I think he'll check with me before doing anything drastic or final. Of course, like many busy executives with 2000 irons in the fire, he's eager to get rid of any single iron that he can.

I'm so glad you remain as editor. You've done such a fine job & created such an important journal that I'm sure any replacement would be a step down hill.

By the way I'm sure now that I will be able to attend the AAHP meeting next September & I'll be glad to help anyway I can. And of course I hope to see you there.

If you cannot come to Big Sur in January when I'm there, I will look you up in Palo Alto soon after. We've got much to talk about.

Just yesterday I turned in to Harpers here in NYC the edited MS of my Psychology of Science book & its going into production. So I'm free again. We came here after a month of loafing around the around the Eastern half of U.S. following the autumn foliage down Southward to the Great Smokies. Very nice.

Affectionately
Abe

5962

One Fifth Avenue
New York 3, N.Y.

Nov. 17
65

Dear Tony

Your letter just caught up with me. Don't worry about me & Sachar. It's no problem. If I can help, I will. I think he'll check with me before doing anything drastic or final. Of course, like any busy executive with 2000 irons in the fire, he's eager to get rid of any single iron that he can.

I'm so glad you remain as editor. You've done such a fine job & created such an important journal that I'm sure any replacement would be a step down hill.

By the way I'm sure now that I will be able to attend the AAHP meeting next September & I'll be glad to help any way I can. And of course I hope to see you there.

If you cannot come to Big Sur in January when I'm there, I will look you up in Palo Alto soon after. We've got much to talk about.

Just yesterday I turned in to Harpers here in NYC the edited MS of my Psychology of Science book & it's going into production. So I'm free again. We came here after a month of loafing around the Eastern half of U.S. following the autumn foliage down Southward to the Great Smokies. Very nice.

Affectionately
Abe

563

November 24, 1965

Dr. Abram L. Sachar
Office of the President
Brandeis University
Waltham, Mass.

Dear Dr. Sachar:

It is my pleasure to report to you that the American Association for Humanistic Psychology has completed the process of disaffiliating from the Journal of Humanistic Psychology and Brandeis University. The future of AAHP as an independent organization looks very promising judging by the way the new situation has been and is being handled.

As soon as AAHP attains Federal tax exemption, which should occur within the next four months, our Board of Editors plans to negotiate the transfer of Journal sponsorship from Brandeis University to AAHP.

Presumably, there is no objection on your part to the Journal continuing its present relationship to Brandeis University for Federal tax exemption purposes until the transfer of sponsorship is completed. The Journal will adopt an alternative sponsoring relationship or become independent if the projected one with a newly constituted independent AAHP does not materialize.

I accept full responsibility for the failure of our negotiations with the Arequipa Foundation of San Francisco. They started out on a very promising basis with a full set of proposals that would have made possible a speedy transfer of sponsorship from Brandeis University. Apparently the Director of Research for the Arequipa Foundation had far exceeded his instructions and authority in making the proposal he first conveyed to me and which I then relayed to you and to Dr. Maslow and the other members of our Editorial Board. Regretably, a great deal of delay, confusion and inconvenience resulted for everyone concerned. The unexpected developments connected with the Arequipa Foundation and the decision of AAHP to become an independent organization are the chief reasons for the complications and the absence of the "dispatch" about which you inquired in your letter of August 17.

Dr. Maslow is scheduled to conduct a seminar in this area during the first week in January. I have already arranged to consult with him at length about the current situation regarding the Journal. By that time the approximate date of terminating the sponsorship of the Journal by Brandeis University should be very much clearer.

In the meantime we are counting greatly on the receipt of the $1,000 you assured us in your letter of August 17, 1965. Our Journal plans for 1966 are to a very important extent dependent on knowing when we may expect to receive this very generous expression of goodwill.

Sincerely yours,

Anthony J. Sutich
Executive Editor

AJS:gb

BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS 02154

OFFICE OF THE PRESIDENT

FILE

December 13, 1965

Dear Dr. Sutich:

Here is our check in the amount of $1,000 that will cover our final assignment to the JOURNAL OF HUMANISTIC PSYCHOLOGY.

I am glad that the negotiations that are under way to transfer the JOURNAL'S sponsorship are proceeding smoothly now.

With every good wish,

Cordially yours,

A. L. Sachar

Dr. Anthony J. Sutich
JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 Marshall Drive
Palo Alto, California 94303

ALS/c

enc.

Jan 27, 1966

Dear Abe, The letter below should have been sent to you several weeks ago but it somehow got lost in the shuffle. Hope it is legible enough as is. Your Esalen tape will be processed by next Wed. and a copy of the transcription sent to you immediately in connection with editorial requirements. Affectionately,

~~Toy~~ Tony

565

Reply

January 4, 1966

Dear Abe,

Several items for consideration: 1. John Levy has done a splendid job in managing the disaffiliation of AAHP from Brandeis. At the present time he has already obtained California State tax-exemption. The new AAHP has a Board of Trustees and the three members are Buhler, Levy and me. The new Articles of incorporation are broadly stated along humanistic lines and appear to be as comprehensive as the original articles. The AAHP transfer of sponsorship resulted ~~2xxx...~~ in the new set-up ~~being~~ starting completely debt free with more than $1,000 in the clear.

2. Sachar has sent the Journal a $1,000 check enclosed in a very cordial and well wishing letter. Apparently there is no need to transfer sponsorship from Brandeis to AAHP in any great rush. In any case it couldn't be managed until the AAHP has Federal tax exemption in its own right. In negotiating a transfer of spnosorship I shall of course stipulate freedom of action and autonomy for the Journal, equivalent to what we have enjoyed with Brandeis and shall insist on some kind of help or subsidy from the AAHP consistent with its possibilities in financial matters. (The AAHP did contribute $500 to the Journal after the Los Angeles meeting when it was in possession of a considerable surplus.)
The thousand dollars from Sachar has made it possbile for the Journal to be very much a going concern with practically all debts cleared, a modest operating balance, and only a couple of managable loans to dispose of over an extendable period of time. The number of subscribers keeps going up and the whole operation has become a fairly effecient and organized process.

OK

3. I want very much to do a Kurt Goldstein memorial issue. Perhaps the Fall 1966 issue would be suitable for that purpose. We might have a mostly invitational project thereby insuring the qualitites that Goldstein so well deserves. What suggestions do you have?

4. What do you think of the idea of a group of ~~consulting~~ contributing editors for the Journal to be added as such to the Board of Editors in order to bring about a wider and richer representation. This might also include a number of younger men, especially some local and promising psychologists who have already helped out in advisory opinions and might be useful in various ways regarding staff ~~project~~ needs.

5. Should Koestler be considered at all as a possiblity for the Board of Editors, ~~consulting~~ contributing Editor, member of an Advisory Board or whatever relating to the Journal.?

6. Would there be any point in encouraging the AAHP through John Levy to incorporate Explorations into the AAHP set-up as a subsidiary organization with rights and responsibilites more or less equivalent to but separate from those that are to be negotiated by the Journal in relation to AAHP?

7. I like the idea of a group of foreign representatives on the Board of Editors or on a special consultants or advisors group ~~tied~~ tied in with the Journal, ~~especially~~ especially ~~with the~~ exchange agreements thatwe have with several humanistically oriented foreign publications and the growing number of manuscripts coming in from different parts of the world. We have had inquiries from a couple of countries from behind the Iron Curtain and no decision has been made as yet regarding them.

8. I have not for one moment given up the Research Institutes projects. The material I have from many of our members of the Board of Editors adds up to a substantial basis for the establishment of a number of variously placed humanistically oriented research institutes, perhaps under the auspices of the AAHP once it has completed the process of obtaining Federal tax exemption.

Jay

copy marginal notes 1/4/1966, Sutich page 2

Geiger has accepted, haven't yet heard from Weisskopf.

[re 'contributing'] Can be younger & actual helpers.

[re 'Board of Editors'] ought to be older, better known people, mostly honorary.

[re 'Advisory Board'] Yes

[re paragraph 6.] ?

[re paragraph 7.] Very good

MANAS Box 32112, El Sereno Station
Los Angeles, Calif. 90032

Feb. 1, 1966

Anthony J. Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, Calif. 94303

Dear Tony:

Thanks for yours of the 28th. I will be pleased to serve on the Board. There will, of course, be many matters of which I have no knowledge and can make no contribution at all, but perhaps I can make a suggestion in the way of "diversity" once in a while.

I am honored by this invitation.

Yours sincerely,

Massachusetts Institute of Technology
Alfred P. Sloan School of Management
50 Memorial Drive
Cambridge, Massachusetts, 02139

February 4, 1966

Dr. Anthony J. Sutich
Editor
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, Calif. 94303

Dear Dr. Sutich:

I accept with delight the honor conferred on me to participate as a member of your Editorial Board. I hope I shall be able to uphold the high standards your journal has implemented.

Sincerely yours,

Warren G. Bennis

Warren G. Bennis
Head, Organization Studies Group

WGB/eg

UNIVERSITY OF CALIFORNIA, LOS ANGELES

BERKELEY • DAVIS • IRVINE • LOS ANGELES • RIVERSIDE • SAN DIEGO • SAN FRANCISCO

SANTA BARBARA • SANTA CRUZ

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
LOS ANGELES, CALIFORNIA 90024

February 9, 1966

Mr. Anthony J. Sutich, Editor
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303

Dear Tony:

I am indeed honored that the Committee on Organization recommended that I be invited to join your Editorial Board. I certainly accept this invitation. I do want you to know in so doing, that I am prepared to make contributions to the editorial work of the Board if you so desire. For example, going over an occasional manuscript and the like. I am not too comfortable in taking on an assignment such as this for window-dressing purposes only. So do feel free to call on me.

Cordially,

Robert Tannenbaum

RT:bg

THE MENNINGER FOUNDATION

A NON-PROFIT CENTER FOR TREATMENT AND PREVENTION, RESEARCH AND PROFESSIONAL EDUCATION IN PSYCHIATRY

Topeka, Kansas 66601

February 10, 1966

Dr. Anthony J. Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303

Dear Doctor Sutich:

I appreciate very warmly the generous spirit of your letter.

I am heavily over-committed in many areas, and pretending to read a great deal that I ought to read, but have to zip through in a quite irresponsible way. If I were committing myself to the reading of articles submitted for publication I would merely add to the confusion and the guilt feelings.

You may remember our earlier exchange of letters. I think the only honest and feasible thing for me to do is to begin now to subscribe to the Journal of Humanistic Psychology for a year, try to read what I can, and decide after a year if I see any possibility of being useful. Certainly I ought to have at least that much acquaintance with the Journal before I attempt to serve on its Editorial Board. Would you put me down, then, for a year's subscription, and please regard the issue as completely open until a year has passed. Congratulations on the achievement of a level of 1,400 copies for the Spring, 1966, issue. I think this is fine.

Cordially yours,

Gardner Murphy

GM:si

University College of South Wales and Monmouthshire
Cathays Park Cardiff
Cardiff 31697

Department of Sociology
Professor Paul Halmos

13th February, 1966.

Dear Professor Sutich,

Many thanks for your letter of the 4th February which was forwarded to me here only to-day. I am much indebted to you for the honour you pay me in inviting me to join your Board of Editors. I shall, of course, be very glad indeed to have my name associated with such a distinguished group of Social Scientists.

I have great respect for your Journal and I should be very pleased to have the extra incentive now to take some proprietary interest, if I may, in its progress and development.

May I, through you, send my kindest regards to my friend Abe Maslow ?

With kind regards,

Yours sincerely,

Paul Halmos

Professor Anthony J. Sutich,
Journal of Humanistic Psychology,
Palo Alto,
California 94303.
U.S.A.

ROOSEVELT UNIVERSITY

430 SOUTH MICHIGAN AVENUE
CHICAGO, ILLINOIS 60605
PHONE: 922-3880 AREA CODE 312

February 14, 1966

Dr. Anthony J. Sutich
Editor
Journal of Humanistic Psychology
2627 Marshall Drive
Palo Alto, California 94303

Dear Dr. Sutich:

Thanks for your letter of February 7 and your kind invitation to join your Board of Editors. I consider it an honor and will gladly accept your invitation under the assumption that I will get a minimum of manuscripts to pass on (perhaps one or two per year) and that they will be related to social philosophy and social psychology which are my fields of interest.

Sincerely yours,

W. A. Weisskopf

Walter A. Weisskopf

WAW/dm
cc: A.H. Maslow
Dept. of Psychology
Brandeis University
Waltham, Massachusetts

CENTER FOR
CULTURAL AND TECHNICAL INTERCHANGE
BETWEEN EAST AND WEST

A project of the Government of the United States in cooperation with the University of Hawaii

HONOLULU, HAWAII 96822 *Cable: EASWESCEN*

February 14, 1966

Dear Sutich:

Your kind note caught up with me at the East-West Center where I am staying until June. I am delighted to hear of the steady progress of the JOURNAL. Your good labors are being repaid, and I do congratulate you.

In trying to disengage myself from too many commitments it seems obvious that the first rule should be not to undertake new commitments --- and so I must ask you still to excuse me from the assignment you kindly offer. I am as you know a well-wisher of the Journal and the Society; but I could not really be of substantial service, and so should prefer to abstain from even nominal responsibilities.

cordially yours,

Abraham H. Maslow

DR. ROGELIO DIAZ GUERRERO

NEUROPSIQUIATRA
GEORGIA No. 123 COL. NAPOLES
TELEFONO 23-19-94
MEXICO 18, D. F.

February 23rd, 1966.

MR. ANTHONY J. SUTICH
JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 MARSHALL DRIVE
PALO ALTO, CALIFORNIA 94303

Dear Sr. Sutich:

Thank you for your good letter of January 28th, 1966. I shall be very happy to accept your invitation to join the Board of Editors of the Journal of Humanistic Psychology.

I have been very encouraged to see the continued development of the Humanistic Psychology Force and I am very impressed with the quality of the people that form the Committee on Organization as well as the members of your Editorial Board.

Cordially yours,

R. Díaz-Guerrero

570

TELEPHONES:
MEXICO CITY: 48-54-20
CUERNAVACA: 2-30-49

ERICH FROMM

MAILING ADDRESS:
PATRICIO SANZ 748-5
MEXICO 12, D. F.

3rd March, 1966

Dr. Anthony J. Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, Calif. 94303

Dear Dr. Sutich,

Thank you for your letter of February 7th.

I appreciate very much your inviting me again to join your editorial board, but I am afraid the same reasons I gave you at the beginning still exist, and make me reluctant to join.

I am glad that the journal is flourishing, and that the subscription list has been climbing.

Sincerely yours,

Erich Fromm

DEPARTMENT OF PSYCHOLOGY
KYOTO UNIVERSITY
KYOTO, JAPAN

April 17, 1966

Dr. Anthony J. Sutich
Editor:Journal of Humanistic Psychology
Palo Alto, California, U.S.A.

Dear Dr. Sutich:

Thank you very much for your letter. I am extremely sorry that my reply was so much delayed. It is a great pleasure and honor for me that I have been invited to join the Editorial Board at this time when we translated " Existential Psychology " by May, Maslow, Feifel, Rogers and Allport, into Japanese with an appendix on " Existential philosophy and psychology in the East and the West " by my old friend, Dr. Iwao Koyama, one of the most distinguished philosopher of Japan, who has covered the Western and Eastern philosophy.

After the encounter of European and American philosophy and psychology , it would be the next stage to add Asian philosophy and psychology and it would be our problem in the coming age. I sincerely hope that our cooperation will contribute something to this new development and to the wellbeing of the mankind on the earth.

Please extend my best regards to your colleagues.

Sincerely yours,

Koji Sato

Koji Sato
Professor of Psychology
Editor: Psychologia

UNIVERSITY SCHOOL OF
PSYCHOLOGY, EDUCATION AND PHILOSOPHY
GUJARAT UNIVERSITY

Director
PROFESSOR P. H. PRABHU, Ph.D., LL.B.

India

No.AP/[illegible]

April 18, 1966

BY AIR MAIL

Mr. Anthony J. Sutich
Editor
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303
U.S.A.

Dear Mr. Sutich:

Your letter of January 28 arrived here only this morning as it was sent by sea mail.

I want to thank you sincerely for inviting me to join your Board of Editors of the Journal of Humanistic Psychology, and I am happy to accept the invitation. Indeed, I consider it a great privilege to be associated with the entire group of Humanistic Psychology. In my own small way I am myself trying to correct the de-humanizing trends in psychology in my country.

I send cordial greetings from my colleagues and myself to all your colleagues [illegible].

Sincerely yours,

P. H. Prabhu
Director

PP/

P.S. In case of any urgent or important communication, it may be advisable to send it by air mail as the sea mail may take as long as 11 weeks to reach here (as your letter of January 28 did).

KENSINGTON 6700

8, MONTPELIER SQUARE,
LONDON, S.W.7.

April 24th, 1966

Dear Dr. Sutich,

Many thanks for your letter of April 17th.

I feel honoured by your invitation to join the Board of Editors of the Journal of Humanistic Psychology, and shall be glad to accept in view of your cautious assurance that no active participation is expected.

However, if I happen to come across any hopeful looking manuscript here in London, I shall certainly forward it to you. It also occurs to me that if you intend to enlarge your Board, Sir Cyril Burt would be an impressive addition. As you probably know, he was for many years Editor of the British Journal of Psychology and the British Journal of Statistical Psychology, and now as an Emeritus is one of the lustiest opponents of the Skinnerian type of Behaviourism. His address is: 9 Elsworthy Road, London, N.W.3. A Festschrift has just been published in his honour by the University of London Press; I have asked them to send you a review copy, if they have not yet done so.

I shall not be returning this year to the Centre, but hope to take up the Fellowship for the remaining six months at a later date. I regret that we only met towards the end of my stay and had no opportunity for further talks.

With friendly regards,

Yours sincerely,

A. Koestler

Arthur Koestler

P.S. Please give my regards to Dr. Maslow. I did not acknowledge the material he kindly sent me. I have always felt very close to his approach, but wanted neither to involve him in correspondence nor to send a polite, meaningless note.

August 9, 1966

Dr. Abraham H. Maslow
Psychology Dept.
Brandeis University
Waltham, Mass.

Dear Abe:

I think your new book "The Psychology of Science" is great. Bill Harman and others around here think so too. Harman has written a review of your book for the Fall '66 issue of JHP. Weisskopff was to have written it but is currently having a difficult time with sciatica for which he has been hospitalized.

A long and as yet not adequately explained series of delays has postponed the distribution of Spring '66 to early September. This is terribly exasperating to say the least. In order to avoid delivery of Fall '66 sometime late in January '67 our printer in England (We save at least 40% by printing in England) has sent us a deadline schedule for Fall '66 if it is to be delivered in this country before December 1, 1966. We accepted the virtual ultimatum and the terrible pressure that it has forced on us, beginning with the receipt of the complete issue of Fall '66 by August 10. Also we are required to skip the galleys and go straight to the page proof stage with only 24 hours in which to correct the latter. The result of this emergency deadline is that modifications of Fall '66 material after August 3 is out. The issue is frozen, as is, (thoroughly copy edited of course) and we will not have an opportunity to make any corrections other than very very minor ones at the time we receive the page proofs.

From the above you will understand that there is nothing more that we can do about Frankl's desire to modify your Comments by the additio of his own footnote suggestions etc. Besides we just don't like the idea of one author significantly modifying the work of another even in footnote form unless it is completely agreeable to the original author. So the Frankl-Maslow papers will remain back to back in the Fall '66 issue just as submitted with the exception of routine copy editing.

We (meaning Miles Vich and I) couldn't quite meet the first deadline, August 10th for all of the material for Fall 66'. We were a few days late with the last six or seven pages and believe this is o.k. with England. This is a good place to comment briefly on Miles place in the Journal setup. He is an unusually gifted guy in a variety of ways. Not only is he reliable in ordinary circumstances but is equally so in an emergency. I can't think of a more effective associate. Not only is he tops in editorial work on manuscripts; he is basically responsible for the Journal's present healthy financial condition. For the time being at least he has postponed any work towards a doctorate in Psychology and has turned down an offer to teach graduate courses, full-time, at San Jose State College. Also, within the past year and a half it has been a great pleasure to watch him develop as an artist. He is already ready reached the stage of selling paintings and has already taught a class in painting at San Francisco Venture, where he works closely with John Levy our AAHP Executive Director and others. His combination of artist and psychologist has already shown up in a variety of valuable ways in relation to the Journal.)

I am looking forward to seeing you at Esalen next month.

Affectionately,

AJS:abs

File Copy

August 22, 1966

Dr. Abraham H. Maslow
Psychology Dept.
Brandeis University
Waltham 54, Mass.

Dear Abe,

Federal Tax Exemption has been granted to the AAHP! Last Saturday I had a phone coversation with John Levy about it in relation to JHP. We agreed that it was too late for the Executive Board or the membership to take up the matter of transfer of sponsorship at the AAHP convention in New York at the end of this month. I told John that I wanted to talk over the transfer problem with you first next month at your Big Sur seminar. As I see it, the transfer problem has to be carefully thought out if the Journal is to continue playing a significant role in future Humanistic developments. It may even be tactically desireable to postpone the transfer for a year or longer because of some consideration relating to Bill Harman's Office of Education proposal. I understand that the Office of Education project should reach a decisive point in about 9 months. I plan to talk with Bill soon, especially in view of what happened to the WBSI proposal to the Office of Education.

Miles Vich gave me a report on what he had heard from John Levy regarding the WBSI proposal and if our understanding of the proposal (which was turned down by the Office of Education) is correct it would seem the chief weakness was in putting action groups such as sensitivy training first and research last instead of the other way around. Government agencies having to do with education scare easily when it comes to projects that are recommended by "outsiders" when the projects are "way out" and don't come out of the agencies themselves working in line with the existing legislation and appropriations. Research having to do with way out possibilities is another matter in that the implimentation can come from within the agency and within its own juristiction. I am sure this sounds pretty vague but Miles and I both feel that we should proceed slowly with the transfer and John Levy agrees with us. The situation should be alot clearer by the end of this year. In any case I would work with John directly in working out a transfer

arrangement and this is very reassuring.

I may need to call on you for "moral" support in case we get a big squawk from Frankl or Bertalanffy on our by-passing of galleys for the Fall 1966 issue in order to insure the delivery of the issue before the end of the coming Fall. It will be at least another two weeks before Spring '67 is delivered and this is a growing headache. It was only after considering the long-run welfare of the Journal that Miles and I decided to go ahead without the galleys stage. I accept final responsibility, of course. I do hope that Frankl and Bertalanffy won't turn out to be what you a couple of years ago called "fuss budgets" in another context.

Affectionately

JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 MARSHALL DRIVE
PALO ALTO, CALIFORNIA 94303

August 25, 1966

Dr. Abraham H. Maslow
Psychology Dept.
Brandeis University
Waltham, 54, Mass.

Dear Abe,

I find myself going back again and again to your book "The Psychology of Science" for something relevant to an every day occurrence in either my therapy or editorial work. It is already true of a couple of parties I have attended. I think it is a classic and that it will sooner or later be generally recognized as such. This morning, for example, somethings in your book became a vital clarifying part of a proposal in the field of music, a proposal concerned with the development of a creative, passionate interest in music on the part of children in a regular classroom situation. The project in question ties in with the tailoring of the Kodaly and Carl Orf systems to fit the needs of American children. Kodaly was at Stanford last week for a five day workshop and became very excited about the experimental work now going on under the direction of the gal I am working with in a therapy context.

JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 MARSHALL DRIVE
PALO ALTO, CALIFORNIA 94303

Your book has so much relevant material in it that I believe it, at least implicitly, takes care of the mix-up at your Language of Being seminar at Esalen last January. Your last suggestion was that your forthright and comprehensive statement at the closing session might be mimeographed and distributed in that form. My ~~xxxxx~~ impression is that the statement is essentially covered in your book and that it would be better to either write up your material by expanding it into an article on different kinds of "work" situations and their respective requirements rather than to mimeograph your statement. I don't think that mimeographing would do justice to your position if you want to reach as many people as possible. On the other hand, if a paper or article is too much of an effort for you on whatever grounds, you could let the situation ride knowing that it is essentially covered in your The Psychology of Science.

Incidentally, I notice a very gratifying effect has emerged in me as a result of the continuing and developing applications of the cumulative clarrification of the humanistic orientation. When I first met you more than sixteen years ago it was your stimulating encouragement that got me around to writing a paper on the "growth experience versus the growth centered attitude" which is essentially concerned with the ~~attitude~~ that Roger's approach was not as good as it might be because it did not take into account the need for an orientation that might help a client go far beyond the relief involved in a growth experience and take on the exciting (optional, of course) development of a "growth centered attitude".

JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 MARSHALL DRIVE
PALO ALTO, CALIFORNIA 94303

The "growth centered attitude" was of course another way of approaching what you have comprehensively and brilliantly and systematically expressing in your general theoretical development of the psychology of self-actualization, the Psychology of Being. Your new book is another milestone in this direction and will necessarily help other therapists and scientists.

Affectionately,

P.S. I have had the curious feeling and impression in recent years that a humanistically oriented therapist in working with clients who get around to taking the "high road" will of necessity became the Westerns equivalents of gurus in an increasing number of cases. A humanistically psychotherapist can hardly avoid the question of his own orientation in relation to ultimate goals, mystical experiences, peak experiences etc, and assuming this to be the case he can hardly help developing ways and means, techniques, skills and so forth that are relevant to his clients' needs along the same lines. A good proportion of my own clients tend to "go for broke" at some point or other and since this is a continuing part of my work week I tend to be more and more aware of the requirements that their individual goals impose on me in the way of something that is more than professional maturazation in the usual sense of that term. In other words, the development required is personal as well as professional. In this connection I am reminded of Suzuki's discussion of what he calls "upayas".

JOURNAL OF HUMANISTIC PSYCHOLOGY

2637 MARSHALL DRIVE • PALO ALTO, CALIFORNIA 94303

editor:
Anthony J. Sutich

associate editor:
Miles A. Vich

assistant editor:
James F. T. Bugental

technical editor:
Harriet Francisco

book review editor:
Henry Winthrop

business manager:
Barbara Berman

EDITORIAL BOARD

Joe K. Adams
Heinz L. Ansbacher
Warren G. Bennis
Charlotte Buhler
Hadley Cantril
Henry Geiger
Rogelio Diaz Guerrero
Paul Halmos
Willis W. Harman
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Arthur Koestler
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
P. H. Prabhu
Ira Progoff
David Riesman
Carl R. Rogers
Koji Sato
Ernest G. Schachtel
Robert Tannenbaum
Adrian van Kaam
Walter A. Weisskopf

A "upaya" is any action taken at any moment in a helping sense or the part of a Zen monk in relation to any person is an action that is the most appropriate in relation to the ultimate or mystical needs of the person on the receiving end. The person concerned may be at any level or stage of development. The Zen monk, of course, is someone who has ~~xxxxxx~~ experienced "satori" and then at a time that was ripe for him has gone back into the mainstream of life where he would participate as others do in his culture except that his main but not necessarily apparent or stated purpose was to be as helpful as possible to others. Usually they ~~would~~ work, marry, beget children ~~by others~~ but their whole pattern of living would ~~be~~ ~~xxxxxxx~~ permeated by what you have so profoundly ~~xxxxx~~ dealt with as the "sacralization" of every day life. Esalen and other places and processes may became ~~x~~ at least the Americans equivalende of monasteries (Zen). The Residential program that has just begun at Esalen may be ~~an even~~ more concrete example of what may develop (eventually) throughout the country ~~eventually~~.

This is a long P.S. that somehow just had to be added once I thought about it.

copy 8/25/1966, Sutich page 4

A "upaya" is any action taken at any moment in a helping sense on the part of a Zen monk in relation to any person is an action that is the most appropriate in relation to the ultimate or mystical needs of the person on the receiving end. The person concerned may be at any level or stage of development. The Zen monk, of course, is someone who has experienced "satori" and then at a time that was ripe for him has gone back into the mainstream of life where he would participate as others do in his culture except that his main but not necessarily apparent or stated purpose was to be as helpful as possible to others. Usually they work, marry, beget children but their whole pattern of living would be permeated by what you have so profoundly dealt with as the "sacralization" of every day life. Esalen and other places and processes may became at least the Americans equivalent of monasteries (Zen). The Residential program that has just begun at Esalen may be more concrete example of what may develop eventually throughout the country.

This is a long P.S. that somehow just had to be added once I thought about it.

BRANDEIS UNIVERSITY
WALTHAM 54, MASSACHUSETTS

DEPARTMENT OF PSYCHOLOGY

January 25,1967

Dr. Anthony Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony:

There already is a word such as you are looking for suggested by Julian Huxley. It is "transhumanistic." I have found it useful already.

Cordially,

A. H. Maslow

AHM:vr

esalen institute

BIG SUR HOT SPRINGS
BIG SUR, CALIFORNIA
Phone: BIG SUR 2634

January 31, 1967

Antony J. Sutich
2637 Marshall Drive
Palo Alto, California 94303

Dear Tony:

You are my favorite trans-humanist!

Thanks for the word and for your paper. Gerald Thatcher is now reading it and he will soon send you word about what we intend to do with it. It is certainly a gratifying analysis of what we are about.

Hope to see you soon and continue the cosmos.

Warm regards,

Michael Murphy

MMpbh

5801

UNDATED, 1967, —
SUTICH

ESALEN: CHALLENGE AND OPPORTUNITY

Some personal observations and comments.

Anthony J. Sutich

Editor, Journal of Humanistic Psychology

It is a privilege, indeed, to be asked to submit an article for the first issue of Esalen's new journal. Esalen Institute (or better still, Esalen) has been, is, and I expect it to be continue as an extraordinary pioneering enterprise as well as a deeply personal experience. It seems best, however, as a matter of preference in this instance, to deal with both aspects in terms of observations and comments rather than to present a more formal statement.

Currently, Almost everyone tàáks easily about our economy and way of life interms of what has been described as "the affluent society". To be sure there are several million Americans to whom the term "affluent society" is merely a name rather than a reality as far as their own lives are concerned. Moreover, our affluent society, speaking of it inacomprehensive sense has not in itself encompassed the satisfaction of a number of basic needs. Maslow, Rogers, May among others have formulated these neglected needs in their publications over the past two decades. Their work points to one vital fact, namely that the affluent man who is the expression of the affluent society is not necessarily also a fully functioning or self-actualizing man.

The affluent society simply is not developed enough as an all around way of life. It is far too much a things - oriented process. More things, more activity and more recreation in terms of more fun seems to be the main theme. ~~Many~~ Several social critics have already raised the question of modification or reform or changes that would make possible an enrichment of the state of affluence. Esalen and similar developments seem to be at least a partial answer to the requirements of an enriched affluence. They are concerned with inner-change, inner-personal as well as inter-personal developments. The expansion and heightening of awareness, the resolution of conflicting inner values, the release and actualization of innter potentialities that are not necessarily perceived in a situation of affluence. This is not to either imply or say that affluence must be rejected. Quite the contrary: the reasonable and universal satisfaction of material needs is a very desirable pre-condition to the general development of what might be called non-material, psychological, or spiritual, if you will.

In a very short period of time what began as seminars at Big Sur Hot Springs became the Esalen Institute, a situation to which many have been drawn. An increasing number are being drawn for help in the direction of what Maslow and others refer to as the "transcendence" of self, "self-actualization" of the "fully functioning person".

It has been the writer's privilege to refer a growing number of his own clients to Esalen, the San Francisco Venture, Bridge Mountain and other institutes and organizations currently meeting some if not all, of the many requirements for individual growth. ~~There is~~ a proliferation of organizations designed in one way or another to meet the increased awareness of needs that are inadequately met in our affluent society. For many Esalen is thus far the best example; for others the need for self exploration and self realization are apparently best met in other contexts. But this is as it should ~~xxxxx~~ be, in that Esalen and all the others combined can hardly be expected to adequately meet an accelerating need now clearly evident throughout our society. My feeling, therefore is that sooner or later even a bakers' dozen of Esalens will not be equal to the demands of the near future. ~~However,~~ Perhaps Esalen might best be thought of as an opportunity to develop a prototype or model which ~~will~~ serve as a stimulus for other ~~similar~~, but not rubber stamp ~~for identical~~ organizations.

The writer has been a psychotherapist for more than twenty years. Because of the good fortune of a background in mysticism and other broad perspectives, it became clear early in ~~the~~ his professional career that therapy was concerned with goals and ends. Adjustment, conformity, adaptation, were the prevailing objectives of good therapy work. Flattery, dictatorial procedures, etc. were commonplace. Nevertheless, now and then a client appeared who either explicitly or implicitly wanted more than relief from pathological manifestations. There was no question about a thrust in them toward a development that went beyond the contemporary norms or the so called "normal". These were the individuals who were looking for something beyond relief, desirable as relief might be. They were the ones who sought higher levels of personal development or deeper levels of self exploration and were in a very real sense interested in release rather than in relief only, liberation rather than adaptation and seemed to be ready to pay the price usually associated with larger sense of purpose. Over a period of time, they had turned to Zen, Dianetics, Krishna Murti, or to any number of other possible solutions to their need for what was nothing short of a transformation of personal perspectives. For them a larger sense of meaning, a need for a broader and deeper orientation, a need for a whole sequence of changes that were certainly very rough in many respects for every one concerned, were both inevitable and necessary in the pursuit of higher values. It was to such individuals first to whom the possibility of LSD and other psychedelic drugs appeared

as well as those emerging organizations that were not directly concerned with drug induced transforming changes.

For reasons which may be bought out in a later paper there has been a tremendous and rapidly developing number of persons who are, or are about to become, ready for a process of transformation of the self. This situation is appearing in therapy work in terms of a major "crises" that in many instances quickly becomes recognized as a "life crisis", a crisis of conflicting values, a crisis of ~~the~~ traditional versus rapidly emerging new values. Fifty years ago the norm was a clan-like organization of family living: today the norm is a state of transition that reaches directly or indirectly ~~to~~ into the life of every family ~~life~~ throughout the country, without exception. Insert Just what the new pattern of values will be, the sythesis of the traditional and the emergent, no one ~~now~~ can now clearly ~~partray~~ proceed. It will probably develop Insert in the next ten to twenty years as ~~the New Norm and most likely it will largely be determined by the experiences of that section of the population of this country which happens to be under twenty-five years of age.~~ a new norm.

N.P.

Insert - The many exceptions are actually more apparent than real in view of the fact that they exist in a societal context that is no longer predominantly clan-oriented.

Insert - into a well established clear cut pattern

The writer has been identified for more than two decades with what was initially labeled the "third force" in psychology ~~initially~~. More recently it has been covered by the title Humanistic Psychology. What has been known for a number of years ~~and~~ Humanistic Psychology, however, has apparently been only one major expression of a vast trend toward a humanistic orientation throughout the arts and humanities as well as the various sciences. ( ) For instance Rene Du ~~Bois~~ the famed Rockefeller Institute microbiologist discusses what he calls the "betrayal" of biology by contemporary biologists in a recent article "Humanistic Biology". ~~(1) This development has taken many forms. The AHP, the ... are examples.~~ (Humanistic Theology) is another ~~one~~. Humanistic this or humanistic that, ~~without regard to the specific expression~~, however, what is really meant is a direct concern about the ways and means in which the entire range of basic human needs, especailly the need for growth and the realization ~~for~~ of basic human potentiality, can be fully gratified. ~~It is~~ This is an orientation concerned with maximal human fulfillment. And Esalen is one of the most important of the proliferating expressions of that orientation. Esalen, for example, covers a broader range of activities than does ~~AHP~~ AHP. San Francisco Venture, on the other hand, covers some areas not directly dealt with thus far by either Esalen or AHP. The Experimental College at San Francisoc State ~~which is also a~~ humanistic development, has already mushroomed into a broad ranging educational enterprise ~~that~~ which stems directly from the personal humanistic concerns of a growing number of students. And so on. I am mainly interested here, however, in expressing some of my personal observations of Esalen as one of the major manifestations of a world-wide humanistic trend. For those who might think "world-wide" is far fetched

or premature, I need only point to the members of the Board of Editors of the Journal of Humani tic Psychology who represent humanistic trends in their own countries (Japan, Mexico, India, England etc.)

7

I think of Esalen as a humanistic enterprise. Why? The reason is very simple: Just as in the case of the Journal of Humanistic Psychology, the American Association for Humanistic Psychology and a rapidly growing number of similarly oriented organizations, Esalen appears to be primarily concerned with both the theory and the practices related to vital human concepts and concerns such as "creativity", "higher values", "growth", "autonomy", "self-actualization", "meaning", "being", "transformation of the self", etc. etc.

~~In the colloquial~~ There are many ways in ~~which~~ which one may use suitable drugs and other procedures in order to become "turned on". The "turned on" experience, however, is more often than not a condition that is not nearly as far reaching in its consequences as is the "transformation of the self" or the kind of experience that is commonly called "ego transcendence". This is not intended as a downgrading of the experience of being "turned on", however, the writer is personally very familiar with what tends to happen in a "turned on" state. It is rather that to be "turned on", no matter how frequently does not necessarily result in the "transformation of the self". The latter is by far a more complex process which may be facilitated by the judicious use of suitable drugs but which by itself cannot be considered equal to a thorough going trans-formation. It is enough to point to the limitations of a quantative approach such as that of Dr. Timothy Leary and to see the resulting cultish development to make the whole process of frequent use of drugs such as LSD become a panacea.

I have the impression there is no intention whatsoever of shaping Esalen into a synonym for cult. On the contrary there seems to be a continuous awareness of the difficulties apparent in expanding sensory and other kinds of awareness to such a point that a person concerned can live a truly transformed life. Perhaps the writer is a bit too skeptical; but it is hard to recall an authentic transformed person among the many encountered who have either been described or referred to themselves as such. Esalen--thus far at least-- makes no claims formal or otherwise, to being capable of making anyone capable of achieving such a level through direct participation in these activities. Conceivably it could happen at Esalen for someone at some time or other.

traditionally been given the name "guru" but which in all probability will be an Americanized label as soon as we have enough of them around to give them some kind of title.

JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 MARSHALL DRIVE • PALO ALTO, CALIFORNIA 94303

editor:
Anthony J. Sutich

associate editor:
Miles A. Vich

assistant editor:
James F. T. Bugental

technical editor:
Harriet Francisco

book review editor:
Henry Winthrop

business manager:
Barbara Berman

EDITORIAL BOARD

Joe K. Adams
Heinz L. Ansbacher
Warren G. Bennis
Charlotte Buhler
Hadley Cantril
Henry Geiger
Rogelio Diaz Guerrero
Paul Halmos
Willis W. Harman
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Arthur Koestler
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
P. H. Prabhu
Ira Progoff
David Riesman
Carl R. Rogers
Koji Sato
Ernest G. Schachtel
Robert Tannenbaum
Adrian van Kaam
Walter A. Weisskopf

February 21, 1967

Mr. Paul A. Miller
Assistant Secretary for Education
Dept. of Health, Education and Welfare
Washington, D.C.

Dear Mr. Miller:

In recent weeks I have become acquainted with the efforts of Dr. Arthur Combs, President of the Association for Supervision and Curriculum Development (ASCD) and others who are suggesting that the U.S. Office of Education sponsor or subsidize a national conference of leaders in humanistic thought and education who are concerned about problems of meaning at policy levels in foundations and Federal agencies. As you already know, Dr. Combs differentiates the educational process into two kinds of learning: 1. "Confronting new information or experience and 2. Discovering personal meaning so that information affects behavior". The first is concerned with information needed in the development of skills, aptitudes, abilities, etc. The second kind of information is, of course, a very familiar area to psychotherapists. It is ~~the~~ main area of concern in that information that brings about changes in meaning results in the release of growth, creativity, productivity, higher values and so forth that are subsequently manifested in changes in behavior.

The second kind of information as elaborated in Dr. Combs letter of September 12, 1966 to Dr. John Gardner can also be expressed in several other ways. My own preference is for Dr. Abraham H. Maslow's differentiation which he elaborated at a seminar last fall. Dr. Maslow, who was formerly the Chairman of the Psychology Department at Brandeis University, differentiates between what he calls "extrinsic" and "intrinsic" information, learning, education, development and so on and their expression in behavior. Skills, abilities, technical and professional training are considered to be "extrinsic". On the other hand, the purposes, the values, the process of meaning, the emotional and character development of the individual are essentially matters of "intrinsic" learning and development. Unfortunately this realm, the realm of personal meaning, has been left to chance. To be sure, there is a real historical justification for the apparent neglect of the "intrinsic" learning. One reason is that our society, like other important countries, was simpler in its structure and functions in the earlier pre-modern stages. Certainly, our educational institutions and

the educators who were essentially involved in them, have tended systematically to convey the kind of information that has, in a more or less organized way, resulted in a meaningful commitment to democratic values and institutions in the overwhelming majority of students. Nevertheless this outcome cannot now be taken for granted.

Our society has become so complex in recent decades that substantially meaningful committment to our way of life does not automatically occur. The result is that there is a great danger in allowing learning process to be dominated, as is now almost self-evident, by behavioristically oriented educators and administrators. My position is not a criticism of the value of learning theory, considered primarily as a technique and method best employed in terms of what behvaioristically oriented psychologists call "positive reinforcement". Rather, the crucial--and perhaps it would be better to say the dangerous--fact is that behavioral scientists in general are officially not concerned with the question of values or meaning. The most famous of contemporary behaviorists Dr. B. F. Skinner, of Harvard, is perhaps the best example of what is happening in the world of education. It is only necessary to read his Utopian novel, "Walden Two", to see what a frightening prospect lies ahead if "intrinsic" learning is neglected. In Walden Two, Skinner advocated an anti-democratic, authoritarian community that is controlled and managed by an elite group of so-called cultural and human engineers. Skinner makes the point that the chief reason for an elite is that the rank and file of any democratic society, including our own, cannot be trusted as far as any general progress is concerned. He maintains that the majority of our people are not capable of waiting long enough for the findings of any major societal experiment (legislation) to come in before making up their minds and that is the chief reason for favoring an elite who would not be responsible to the people or general population of the country. The chief virtue of the "cultural engineers" or "human engineers" who manage and control a society would be their ability, as behavioral scientists, to initiate, carry through and apply the findings developed out of any large scale societal experiment. Just who would choose or appoint the members of the elite group or how they would be "trained" for their positions and work is not made clear.

To the best of my knowledge neither Dr. Skinner nor any of his important followers, who happen to be in many responsible positions in all kinds of governmental agencies and foundations has changed his mind in this respect. The formal position is held in terms of a commitment to a so-called "value-free" scientific point of view!

Behaviorists have made an extraordinary contribution to learning theory and their contribution is only now being fully utilized. But any improvement in learning techniques that is not paralleled by enough attention to "intrinsic" learning is bound to end eventually in disaster for everyone in our society.

February 28, 1967

Dr. Abraham H. Maslow
Psychology Department
Brandeis University
Waltham, Mass. 02166

Dear Abe:

Many thanks for letting me know about the term "transhumanistic" and that Julian Huxley coined it.

I like the sound of it; it seems to do a better job of covering the areas that have been labeled transcendental and the label that I tried to apply to the same area.

I remember that during a brief conversation with you a year ago last January at the Humanistic Theology Seminar you remarked "I'm tired of building bridges between us and the theologians. Let them build some themselves if they want to associate with us". This remark arose out of your saying that it was difficult to talk with Jesuits and the like in that they usually had connotations of their own for each word that you used and that it was difficult to communicate with them knowing that this was going on all the time. Nevertheless, I feel that in the long run it will be important for our own people to be the most representative in those areas where we overlap with the theology crowd and that it is important to act accordingly.

In view of so much going on nowadays--including the ecumenical movement in Catholicism--there seems to be a need ~~for~~ emerging for a Journal or other equivalent publication that will serve as an outlet for the growing number of individuals who have something to say. I am pretty sure that this need will have to be met within the next five years. It seems to me therefore that some of us who are humanistically oriented might take up the task of launching a Journal of Transhumanism or a Journal of Transhumanistic Psychology or both.

I would appreciate your views on this prospective project. It would be a pleasure to initiate the work entailed, perhaps along the line we followed in starting the work on JHP. Most important of all would be a definition such as you formulated with regard to the evolving "third force." With such a definition in hand I might be able to work up a statement of purpose or perhaps you would be agreeable to doing both. To be sure, there would be all kinds of problems and difficulties to overcome but I don't think they would be insurmountable.

Last Fall I was asked to launch a Journal by graduate students in the Department of Social Work at the University of California. The Journal has been initiated, organized and financed through the efforts of a group of students and a few outsiders and is to be managed, edited and mainly contributed to by student authors. The faculty advisor is actually a person appointed for the purpose of maintaing continuity between changes in editorial and management staffs as students graduate and leave the University. The first issue of New Perspectives, the Berkeley Journal of Social Work is to appear next month. It was a pleasure to help get it launched.

I don't know of anyone better equipped to formulate a definiton of transhumanism and knowing how pressed you are I nevertheless hope you can see your way clear to putting one together. I'll be glad to pick up from that point on.

Affectionately,

Tony

March 9, 1967

Sir Julian Huxley
31 Pond St.
London N.W. 3, England

Dear Dr. Huxley:

Recently, I have been corresponding with Dr. Abraham H. Maslow who is the Psychology Department at Brandeis University about the delineation and a title for the psychological investigation that goes beyond the proper limits of humanistic psychology. In one letter I suggested a title to which suggestion he replied by stating that he preferred the name that you had coined, that is, "trans-humanistic". He added that he has used it on a number of occasions.

Dr. Maslow did not send along any information as to how he became acquainted with your term and did not send me a definition.

I would appreciate it greatly if you took out enough time from your busy schedule to send me your definition of "tranchumanistic" (whether in rough draft or other form).

Sincerely yours,

Anthony J. Sutich

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON, D.C. 20202

March 10, 1967

Mr. Anthony J. Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303

Dear Mr. Sutich:

Thank you for your letter of February 21 to Paul A. Miller, Assistant Secretary for Education, relative to your support for a conference of educators, policy makers and leaders in humanistic thought. Your elaboration of Maslow's differentiation of intrinsic and extrinsic learning and information is indeed interesting, and the ideas are certainly worthy of greater exploration.

We appreciate the interest of the editors of the "Journal of Humanistic Psychology" in the conference suggested by the Association for Supervision and Curriculum Development. A conference of representatives from education, the social sciences, and the various funding agencies could make a significant contribution toward an emphasis on intrinsic learning in education.

Unfortunately, funds for such an activity are extremely limited this fiscal year, and the Office of Education has not been able to take positive action with respect to the suggested conference.

We appreciate your interest and thank you for your redefinition of an important aspect of this problem.

Sincerely,

Thomas J. Ackerman

Thomas J. Ackerman
Division of Elementary-Secondary
Research

16 iii.67

Dear Sir

I can only refer you to my essay on Transhumanism in my New Bottles for New Wine, Harper's 1957

I hope this will be of some use

Yours very truly

Julian Huxley.

copy 3/16/67, Julian Huxley

Dear Sir

I can only refer you to my essay on Transhumanism in my New Bottles for New Wine, Harpers 1957.

I hope this will be of some use.

Yours very truly

Julian Huxley

BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS 02154

DEPARTMENT OF PSYCHOLOGY

April 3, 1967

Mr. Tony Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303

Dear Tony:

The spirit of man rises triumphant over impossibilities! Now that you have managed to do the impossible with the Journal of Humanistic Psychology, you are already thinking of another journal. I won't give you any cautious advice whatsoever; by now I am completely awed by your ability to do any God damn thing you set your mind to. If you lead, of course, I will follow as a humble admirer.

As for definitions and so on, let's wait until we get together. I am going to be at Esalen in September sometime and we must make time for a talk either there or at Palo Alto.

By the way, I wrote a few days ago to John Levy and told him that you were still running a deficit on the Journal for which you were paying yourself. I asked him if it were not possible at least to take care of this deficit, let alone paying up for the past. I just received a very nice royalty check for my Psychology of Being book which they are apparently selling only by the gross and I would like to contribute something toward your past expenses. Is this legal to do? I hope so. In any case that is what I wish.

See you in September and meanwhile I suggest at least this, don't start more than one impossible enterprise per month.

Affectionately,

Abe (AHM)

A. H. Maslow

AHM/aw
Enc.

April 11, 1967

Dr. Abraham H. Maslow
Psychology Dept.
Brandeis University
Waltham, Mass. 02154

Dear Abe:

A googleplex of thanks for your letter of April 7. First for offering to join me and others in a transhumanistic enterprise; second for your relaxed attitude toward one God damn impossible task after another (after all, you are the last impossible guy I know inside and outside of Psychology), and third for the $100.00 gift.

Please take your time about a definition; things have not yet reached that stage. As soon as I heard from you that Julian Huxley had coined the name "Transhumanism" I wrote immediately to him and asked him to send me his own definition. In reply, two lines to be exact, he recommended that I read his "New Bottles for New Wine", Harper & Brothers, 1957. (Perhaps a better title might have been "New Bottles for New Wine".) I learned also that a paperback of that book has just been released by Mentor Books by arrangement with Harper & Brothers under the title "Knowledge, Morality, and Destiny". I have already bought a copy of it.

Curiously enough, I find that the first chapter, four pages in length, under the heading "Transhumanism" could well serve as a statement of purpose for a Journal that could be titled either "Journal of Transhumanistic Psychology" or "Journal of Transhumanism"! A more concise, boiled-down, specific statement such as your original "third force" definition in 1957 (which I included in the Introduction to Volume1 No. I 1961) and the derived and more limited one that I put together for the title page of JHP should not be too difficult a job as soon as such a definition is required for a beginning. Definitions that are relevant to a process, develop and grow, of course, and such has been the case with regard to the continuing redefinition of the humanistic orientation in psychology, in education and elsewhere. The same should be true of any publication that uses "transhumanism" or "transhumanistic" in its title.

Brother Maslow, I beseech thee to heed the course of one of the main, if not the main trends in your own ever-expanding life. Attend earnestly to the way in which thou hast urged one and all to devote their thoughts, their feelings, their energies, their time and their actions, to the sacralization of every-day life in your "Religion, Values and Peak Experiences", even as Brother Martin Buber has encouraged us to do in our every-day encounters. And what do I find you advocating but the same thing, implicitly, as you move into the middle of and on to the end of your "Neurosis as a Failure of Personal Growth," a reprint of which I have just received and for which I thank you!

More anon but not anonymously.

Affectionately,

Tony

April 16, 1967

Sir Julian Huxley
31 Pond St.
London N.W. 3,
England

Dear Sir Julian Huxley:

Many thanks for your prompt reply to my request for a definition of Transhumanism.

I have a copy of your 1957 "New Bottles For New Wines". I also now have a copy of the Mentor Book paperback of the same book under the title "Knowledge, Morality and Destiny".

As I wrote you briefly some time ago Dr. Abraham H. Maslow of Brandeis University, with whom I founded the Journal of Humanistic Psychology and later the American Association For Humanistic Psychology, recommended the name transhumanistic or transhumanism as his preference over a term I coined: "humanisticism". Since hearing from you I have communicated with Dr. Maslow about the possibility of starting a new journal under the title "Journal of Transhumanism" or "Journal of Transhumanistic Psychology". He has offered to do whatever he can in this direction. Dr. Maslow through a development that startled all of us who are humanistically oriented was elected last Fall to ~~the~~ be the next president of the 25,000 member American Psychological Association.

However, my chief reason for writing now is that our entire Board of Editors would be honored if you would undertake the writing of one or two thousand word review of one of the most important new humanistically oriented books "Explorations In Human Potentialities", edited by Dr. Herbert Otto. I am enclosing a list of the Table of Contents. If you decide favorably, I shall immediately Air Mail a review copy to you. Our deadline for publication in the Fall 1967 issue of our Journal, which will be distributed to more than 1,500 institutions and individuals throughout the world, is June 7, 1967. Please let me know at your earliest convenience regarding your decision.

Sincerely yours,

Anthony J. Sutich, Editor

31 Pond Street.
Hampstead. London N.W.3

April 22nd.'67

Dear Mr Sutich,

Thank you for your letter.
I am afraid that I am having to refuse all invitations to write and cannot review "Explorations in Human Potentialities".

With all best wishes for your plans.

Yours sincerely
Julian Huxley

Sir Julian Huxley

595

JOURNAL OF HUMANISTIC PSYCHOLOGY
2637 MARSHALL DRIVE • PALO ALTO, CALIFORNIA 94303

editor:
Anthony J. Sutich
associate editor:
Miles A. Vich
assistant editor:
James F. T. Bugental
technical editor:
Harriet Francisco
book review editor:
Henry Winthrop
business manager:
Barbara Berman
EDITORIAL BOARD
Joe K. Adams
Heinz L. Ansbacher
Warren G. Bennis
Charlotte Buhler
Hadley Cantril
Henry Geiger
Rogelio Diaz Guerrero
Paul Halmos
Willis W. Harman
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Arthur Koestler
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
P. H. Prabhu
Ira Progoff
David Riesman
Carl R. Rogers
Koji Sato
Ernest G. Schachtel
Robert Tannenbaum
Adrian van Kaam
Walter A. Weisskopf

April 25, 1967

Harper & Bros.
49 East 33rd St.
New York 16, N. Y.

Gentlemen:

Several editors of our Journal, including myself, are very interested in the possibility of launching a new journal and organizing a new association that will include the name "Transhumanism" or possibly a derivation such as "Transhumanistic". Therefore, in connection with these prospective projects, we are requesting written permission from your firm, Harper & Bros., and if necessary from the New American Library of World Literature, for various relevent uses of the name and contents of the first chapter ("Transhumanism") of "New Bottles for New Wines" and its paperback edition "Knowledge, Morality, & Destiny". We shall gladly comply with standard acknowledgements of your permission wherever required and in accordance with your instructions for the purpose just stated.

We believe that Sir Julian Huxley's book in its original hard cover and paperback versions is of extraordinary importance for our times and that it deserves the widest possible distribution throughout the world.

I have already written briefly to Sir Julian Huxley outlining our prospective projects and he has extended best wishes for our plans.

May I hear from you at your earliest convenience?

Sincerely yours,

AJS:gb

Anthony J. Sutich

AMERICAN ASSOCIATION FOR HUMANISTIC PSYCHOLOGY
584 Page Street, San Francisco, California 94117 • (415) 626-6776

22 May 1967

EXECUTIVE BOARD
(1966-67)
President
S. Stansfeld Sargent
President-Elect
Jack R. Gibb
Past President
Charlotte Buhler
Executive Officer
John L. Levy
Treasurer
Sidney A. Wohl
Members-at-Large
Herbert A. Otto
Norma J. Rosenquist
Senior Editor
Anthony J. Sutich
FOUNDING SPONSORS
Joe K. Adams
Heinz L. Ansbacher
James F. T. Bugental
Charlotte Buhler
Hadley Cantril
Harriett Francisco
Kurt Goldstein
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
Ira Progoff
David Riesman
Carl R. Rogers
Ernest G. Schachtel
Anthony J. Sutich
Adrian van Kaam
Miles A. Vich
Henry Winthrop
PAST PRESIDENTS
Charlotte Buhler
1965-1966
E. J. Shoben, Jr.
1964-1965
Sidney M. Jourard
1963-1964
J. F. T. Bugental
1962-1963
NEWSLETTER EDITOR
Norma J. Rosenquist

Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California

Dear Tony,

Thank you for the reprint of Huxley's introduction. It's an excellent statement and says very well what we believe in and are committed to.

I would be honored to join with you in activities to implement this. I'm still not clear as to what form this would take. But please do count me in for whatever I may be able to do.

It was very good to be with you and Evelyn again. I look forward to some time when we can be together without agendas, pressures, etc.

My love to you both,

John L. Levy

JL:cg

JOURNAL OF HUMANISTIC PSYCHOLOGY

2637 MARSHALL DRIVE • PALO ALTO, CALIFORNIA 94303

EDITORIAL STAFF

editor:
Anthony J. Sutich

associate editor:
Miles A. Vich

assistant editor:
James Fadiman

technical editor:
Harriet Francisco

business manager:
Carol Kervinen

BOARD OF EDITORS

Joe K. Adams
Heinz L. Ansbacher
Warren G. Bennis
James F. T. Bugental
Charlotte Buhler
Hadley Cantril
James Fadiman
Harriet Francisco
Henry Geiger
Rogelio Diaz Guerrero
Paul Halmos
Willis W. Harman
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Arthur Koestler
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
P. H. Prahbu
Ira Progoff
David Riesman
Carl R. Rogers
Koji Sato
Ernest G. Schachtel
Anthony J. Sutich
Robert Tannenbaum
Adrian van Kaam
Miles A. Vich
Walter A. Weisskopf
Henry Winthrop

June 5, 1967

Nina Aidenour
Ittleson Family Foundation
654 Madison Ave.
New York, N.Y. 10021

Dear Nina Aidenour,

I have good news! On Sunday May 28th, by telephone, I discussed the projected History of Humanistic Psychology with Dr. Abraham Maslow. He responded enthusiastically and offered to collaborate in the writing of it. He has been compiling notes independently on Humanistic Psychology and already has some tapes as well. He strongly recommended that I manage the project. He said, very generously, "After all, you started the whole thing".

Dr. Maslow's collaboration is the most gratifying development so far. Without him there would be no Humanistic Psychology, as we know it, even though the whole development was inevitable and greater than any and all of us combined.

I am in contact with Mrs. Judy McCormick who made an attempt to write a history of Humanistic Psychology for her Master's thesis last year but gave it up as well as her work toward her Master's degree as a result of becoming disgusted her prospective work in child psychology. She gave up psychology because of what she called the "R and R" approach. (R and R is a chocolate covered candy used for positive reinforcement in learning). She is turning over to me all of her notes and the many tapes we made together over a period of months.

Bill Harman recommended Mrs. Jan Studebaker, editor of the Stanford Faculty Newsletter as a possible collaborator. I talked with Mrs. Studebaker last week and she is very interested in working with us.

I have also consulted with Dr. Robert Mogar and he will be glad to assist to whatever extent his many committments allow him.

I am acting on several suggestions made by Dr. Maslow and others. This is to be a team approach that will also include several members of the Board of Editors of JHP and others associated with the American

Association for Humanistic Psychology, which Dr. Maslow and I co-founded shortly after the first issue of the Journal of Humanistic Psychology.

I am so encouraged about going ahead with the writing of a proposal to the Ittleson Family Foundation that I have already started shaping up a first draft.

Incidentally, during my conversation with Dr. Maslow, he expressed his appreciation for the key role that you played in his receiving a grant from the Ford Foundation.

Sincerely,

AJS:rb

Anthony J. Sutich

THE MERRILL-PALMER INSTITUTE
OF HUMAN DEVELOPMENT AND FAMILY LIFE
71 EAST FERRY AVENUE • DETROIT, MICHIGAN 48202 • TRINITY 5-7450

June 5, 1967

Dr. Anthony J. Sutich, Editor
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303

Dear Tony:

I have read The Growth-Experience and The Growth-Centered Attitude and am very much in support of its publication in the Fall issue of J.H.P. as an historical document. I was amazed to discover that as far back as 1949 you were exploring concepts of growth as the central directions and values in psychotherapy. At that time these were revolutionary themes and must have been important sources of encouragement for others. Your distinction between the concrete experience of growth and the long range growth-centered attitude is just as important today. I believe that too many therapists still stop short of realizing the more deep-rooted growth-centered attitude which is not a discrete end in itself but a foundation for new life and a rootedness in the self. Through this process of liberation and development one continues to engage in self-awareness that leads to responsible choice and self-realization. In other words, the person forms a perspective, an inner sense and value, that guides decision and action; he is no longer dependent on the therapist for self-development but rather depends on his own senses, interests, and experiences to determine the nature and direction of his growth.

Thank you for sharing this paper with me; it is one I shall recommend to students and colleagues when it appears in print.

Sincerely,

Clark

Clark Moustakas

P.S. Tony, it has been too long since our last meeting. I hope very much to see you again this summer! I'll write to you about Julian Huxley's article and the new journal later.

Undated 1967 FADIMAN

Tony,

I have read your peice carefully and have the following conclusions.

1. it should be printed, both as important historical note and also because if it were written today it would be to the point we are still grappling with, namely giving up the illness to cure nature of therapy for the growth orientation.

2. It should however be cut slightly in my opinion. Other than anintroductory note there appears to be little need for any of the footnotes. Now in 1967 they impede the flow of the paper. Also I would suggest elimination of the two last sections. They tend to be an anticlimax after section H. have a capsule summary at the beginning if you wish.

those are feelings and suggestions. You of course have the final say on format but that's how it hits me.

The TOy-Doll-Animal - joyful object or what have you is a groove. We will enjoy it until Renee takes it from us.

yours

jim [FADIMAN]

ERNEST LAWRENCE ROSSI, Ph. D.
CLINICAL PSYCHOLOGIST
369 SOUTH ROBERTSON BOULEVARD
BEVERLY HILLS, CALIFORNIA
657-3616

6/7/67

Hi Anthony Sutich,

Wow! Your paper "The Growth Experience..." certainly is a historic document that should be reprinted. From my point of view one of your most important insights was in developing the "growth-centered attitude" so that growth could become a continuous process — a life style. This is exactly the idea I was trying to formulate in my "Breakout Heuristic..." paper where I outline a tentative phenomenology of such a continuous growth cycle. Experiencing this continuous growth cycle might now become a new way of defining what we mean by the self-actualizing personality.

The fact that I was led to this view from my intensive involvement with the ~~writings~~ writings of Otto Rank and C.G. Jung rather than the references you cite tends to suggest we are indeed in the grips of a new Zeitgeist. All the intellectual routes seem to lead to the common concept of Growth as central to our newer ideas about Counseling, mental health and the creative personality. If you or Maslow could mention something of

ERNEST LAWRENCE ROSSI, Ph. D.
CLINICAL PSYCHOLOGIST
369 SOUTH ROBERTSON BOULEVARD
BEVERLY HILLS, CALIFORNIA
657-3616

this sort in an introduction to our papers it might have a more convincing impact on the general reader (as well as being more historically accurate) than if I cite your paper as an influence on how mine came about. Your thoughts have had a "Splendid Isolation" — a sleep — for two decades before the sprouted forth in the new Consensus. I guess that's always the way with the Creative.

I would like to accept Vich's editorial suggestions (in his March 29, 1967 letter to me) about developing more differences between the Gestalt and growth theorists in the (1) biological realms and the relevance of (2) eastern systems of thought. I can make appropriate additions simply by weaving in a sentence or two so that it will not add significantly to the length of the paper. I would also like to add an important sentence or two to the "Breakout..." paper.

With Warmest Regards

Ernest Rossi

600

June 8, 1957

Dear Abe,

Your Meta-motivation paper is simply extraordinary! Miles and I are very excited about it!

Harriet and Miles will write you soon about rearranging the paper. The presentation will be improved thereby in that each proposition will be incorporated in italics in the text under each successive Roman numeral so that the reader won't have to skip back and forth from proposition to elaboration.

The last paragraph of your paper, as well as everything that preceeds is the most propositional statement I have ever read. It should push you into the role of the No. 1 Cosmic Propositioner of human history. Imagine a guy who goes around systematically expressing his "line" in connection with what he calls "testable propositions"! Talk about the "Immaculate Conception"! Your series of testable propositions add up to the finest job of pulling out the rug from under the theologians that I have ever seen. How can anyone beat a system of propositions that are put forward as testable through the application of a broad and comprehensive use of scientific method?

Currently, the Israeli are doing a magnificant little David job on the Arabean Goliath. It seems to me though that you are doing them one better in taking on the entire religious and philosophical community—North, East, South and West—with one big rock in your sling shot.

All of the above leads me up to asking you whether the general position that you express in your paper isn't one that could be described as META-HUMANISTIC (an equivalent of Julian Huxley's Transhumanism in its scope and implications and certainly far more concrete and detailed in its presentation)?

I salute you Great Father Of METAHUMANISM!

Affectionately,

Tony

AJS:abs

WESTERN BEHAVIORAL SCIENCES INSTITUTE

June 14, 1967

Dr. Anthony Sutich, Editor
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303

WBSI

Dear Tony:

I have read your paper and I agree with your other friends and advisers that it would be very appropriate to reprint this in the JHP. I think it is important to have an introductory note giving its original date of publication which establishes the fact that you held a growth oriented position long before this had any popularity among workers in the field.

I remember that the very first time I met you, you were talking about this aspect of counseling work, namely, helping a person to achieve more than simply a reasonable adjustment and helping him toward greater self actualization. This was and is a point of view with which I thoroughly agree.

I think one preface is sufficient so I will not attempt to say anything personally for publication but I think it would make good sense if you published the paper. It is very forward looking for a 1949 article and you have certainly been justified in your point of view. I feel most of the work I do with groups these days is oriented precisely toward your goal, namely, helping them grow beyond the usual notion of "adjustment."

Since your paper seems to be a xeroxed copy I am taking the liberty of keeping it. If you wish it returned just let me know.

Warmest regards to you -

Sincerely,

Carl R. Rogers, Ph.D.
Resident Fellow

CRR/pkw

ON-PROFIT CORPORATION 1121 Torrey Pines Road, La Jolla, California 92037 Telephone (714) 459-3811

BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS 02154

DEPARTMENT OF PSYCHOLOGY

June 14, 1967

Dr. Anthony J. Sutich
Journal of Humanistic Psychology
2637 Marshall Drive
Palo Alto, California 94303

Dear Tony:

About Henry Winthrop: YOU ARE THE BOSS! Whatever you think best to do, that is the right thing to do. I wouldn't dream of interfering.

I am so pleased with your reaction to my beloved Meta paper. It is so nice when someone else is a fancier of beautiful babies. Your suggestion about rearranging the paper to incorporate each proposition in the text is a very good idea and is herewith accepted.

This paper is really the end of the program that I set out for myself--secretly--about 25 or so years ago when I changed everything I was doing and devoted myself grandiosely to a Psychology for the Peace Table. If I had my own income and were completely free to do as I wished, I think I would now turn to the task which I had planned of constructing a German professor-type System of Human Nature, in which I would incorporate all these propositions plus the various propositions from the other psychologies plus all the stuff I have been postponing on evil, cruelty, aggression, stupidity, and the like. I have accumulated a huge number of notes on this latter stuff and have kept postponing writing about it because I thought it was more useful to present the positive or Transhumanistic or higher-nature-of-man material.

I think I told you, however, that I got the year's freedom from the Ford Foundation Fund for the Advance of Education on condition that I apply the humanistic psychology to learning, teaching, education. Of course I will enjoy doing this too. But I do think the others are probably more pressing.

Isn't it true that there are so many more necessary things to do than we will be able to do? Well, maybe that is one definition of the happy life. See you in September.

Affectionately,

A. H. Maslow
Professor of Psychology

AHM/hls

P.S. About republishing your paper, I think it is sufficient to say this: I consider the paper to be historically important and to have been neglected and overlooked by myself and by others that I feel it ought to be called to the attention of the humanistic psychologists.

602

Send to Tony Sutich

June 15, 1967

Dr. Charlotte F. Opler
Student Counselling Centre
State University of New York
Buffalo, New York

Dear Charlotte:

I read your paper with great interest, but think it necessary to make a basic correction. The fact of the matter is that for myself, and my guess is for several other of the American so-called "existential psychologists," that our conclusions and attitudes had nothing to do with European existentialism. For my part, I've never read Heidegger (I tried to and it was just too difficult, and I wasn't interested enough anyway). I've read a few essays by Sartre, but not his big book, especially since I disagree totally with the very basis of Sartre's existentialism, namely, that he has no biological theory, no equivalent of Freudian instinct theory. He has nothing to correspond to Horney's real self, etc. He thinks of personality or self as being arbitrarily determined by an act of the will without any guidance. I'll be sending you some of my papers and you will see just how I disagree completely. This is also true for the other existentialists. I think the only ones that I have read at all were Tillich, and I read Buber's "I - Thou." As for the others, I've got it by word of mouth, through secondary sources, through dipping into their books occasionally, etc.

The way I got involved in this whole business was through Rollo May, who asked me to speak to an APA symposium on existential psychology, the one that was finally published in the paperback book by that title that he edited. I protested that I didn't know anything about existentialism, and certainly wasn't one myself, and insisted yes that I was in spirit at least. I think he did the same with Gordon Allport and with Carl Rogers. It wouldn't surprise me if they hadn't read any of the European stuff either. Rollo May simply slapped the title on all of us.

I would say for myself that the conclusions I came to in my paper in Rollo May's "Existential Psychology" paperback came out of my own empirical and clinical experiences. Rather than out of reading. By the way, may I suggest that you take a look at the book by Colin Wilson called "Introduction to the New Existentialism." It's just been published in this country as a paperback, and I think you would see how the American existential psychology differs sharply from the European versions. The big point is about the American and perhaps British versions being Yea-saying, while the European are Nay-saying.

Another memory comes to me: in a meeting of the existential psychologists and psychiatrists, perhaps four or five years ago in New York City, called by Rollo May, Tillich and I and several other people--I don't remember who--all agreed that the term existentialism was the opposite of what we meant to convey. The fact was that we considered ourselves to be rather "essentialists." For myself this is certainly so because I am very much convinced of the biological instinctoid, temperamental, constitutional basis of human individuality.

Another thought: if I remember correctly, I first learned about the European literature by word of mouth from Adrian van Kaan, who came to a Brandeis summer session that I was running, and who gave a series of reports to our seminar on this literature that none of us knew very much about. My impression was then and still is that all these movements all over the world were simultaneous expressions of the Zeitgeist. The Americans were discovering some stuff independently.

(That's where my dictation ended 6 weeks ago and I don't remember what I was going to continue with.)

Anyway-- Best regards to you both.

Abe Maslow

file

June 23 1967

Dear Abe,
I was profoundly moved by your letter of June 14th. I cannot say that the disclosure of your "secret" of 25 or 30 years came as a great surprise: From our first meeting more than 18 years ago, I have known that something at the deepest levels of your being was the basis of your tremendous impact on me, at that time and throughout the following years of our association.

Our personal meetings have been few indeed but the intervals have been filled with letters and telephone calls from time to time or most any time; all of them fruitful.

I cannot even begin to tell you how deep and far reaching your influence has been and continues to be in my life. Somehow in one way or another there was and is always THE GREAT ENCOURAGER, the man who had, and has, faith in my potentialities. My belief is that the faith and the encouragement on your part have been justified in some measure.

To have known you and to have been free to go ahead in an responsible a way as I could manage on the substance of our relationship has been the most extraordinarily releasing fact in my personal as well as my professional life.

No one can read your "beloved Meta paper" without sensing the spirit of greatness and the greatness of spirit that you represent in your own life and work. That I am not saying this out of some passing thought can be more that justified, for example, in the unanimous staff reaction to your reply to Frankl's paper in the Fall 1966 issue of J.H.P..

I hope that whatever Gods there may be, biological or non-biological or both, that you will be able to turn to the task that has been and is so close to your heart, after you have completed your present Ford Foundation assignment. That assignment appears to be a forthcoming contribution which most any man could be proud of presenting, in itself, as his major life time contribution.

Affectionatly,

JOURNAL OF HUMANISTIC PSYCHOLOGY

2637 MARSHALL DRIVE • PALO ALTO, CALIFORNIA 94303

August 3, 1967

EDITORIAL STAFF

editor: Anthony J. Sutich

associate editor: Miles A. Vich

assistant editor: James Fadiman

technical editor: Harriet Francisco

business manager: Carol Kervinen

BOARD OF EDITORS

Joe K. Adams
Heinz L. Ansbacher
Warren G. Bennis
James F. T. Bugental
Charlotte Buhler
Hadley Cantril
James Fadiman
Harriet Francisco
Henry Geiger
Rogelio Diaz Guerrero
Paul Halmos
Willis W. Harman
Robert Hartman
S. I. Hayakawa
Sidney M. Jourard
Arthur Koestler
Abraham H. Maslow
Rollo May
Clark Moustakas
Lewis Mumford
Henry A. Murray
P. H. Prahbu
Ira Progoff
David Riesman
Carl R. Rogers
Koji Sato
Ernest G. Schachtel
Anthony J. Sutich
Robert Tannenbaum
Adrian van Kaam
Miles A. Vich
Walter A. Weisskopf
Henry Winthrop

Dr. J. F. T. Bugental
Psychological Service Associates
1314 Westwood Blvd.
Los Angeles 24, Calif.

Dear Jim,

A couple weeks back I dropped you a note inviting you to join Maslow, Miles Vich, and Harriet Francisco in writing a history of Humanistic Psychology, a project that Maslow wants me to supervise. I think you would be the logical person to deal with the section on AHP, as well as other aspects of the general Humanistic development, to which you have already contributed so much.

I am drafting a proposal with Miles Vich, which, when completed, will go to Maslow for his reactions. As soon as I get Maslow's reply, I shall send you the proposal for your consideration. At the present time, Jan Stuebaker, the editor of the Faculty New letter at Stanford, is also connected with the project, as is Judy McCormick of San Jose State, who has already done some work on the history.

Nina Ridenour, the Secretary of the Ittleson Family Foundation, is very much interested and wants us to send the proposal to her foundation. In 1960 she wrote a history of mental hygiene, and recently was the key person in getting a Ford Foundation grant for Maslow for a one-year study of the humanistic aspects of learning, education and teaching. Miss Ridenour is retiring from her position with the Ittleson Family Foundation in October but will be glad to help out in getting money from another foundation, in case the Ittleson Foundation doesn't come through. The present estimate is that the grant will be somewhere between $15,000 and $20,000, distributed among the authors. You could expect something around $2,500.00 for your share.

Maslow has accumulated a lot of notes on the history already but the two main sources are in the offices of JHP here in Palo Alto and AHP in San Francisco. Basically, the chief reason for the history of the first decade or so of Humanistic Psychology is the enormous information gap that unfortunately prevails. The bulk of any income from sales will go to the JHP. Please let me know whether you are interested in joining us, as soon as possible.

Enclosed herewith you will find a paper titled "Growth-centered Attitude and the Growth Experience," which I finished three weeks after I met Abe Maslow in 1949. He insisted that I get it published, and the Journal of Psychology was the only outlet available at that time. It was recently "rediscovered." Maslow believes that it has both contemporary and historical importance, and will say so in a very brief introduction to its publication in the Fall '67 JHP issue. Carl Rogers has read it and wrote me that it expresses "precisely" the orientation he is using in his current work. Miles Vich, Moustakas, and others insisted on its being republished, and Rogers offered to write a preface, but deferred to Maslow.

The more I use of your Challenges of humanistic psychology, the more I'm impressed with the extraordinary job you've done. I believe you will like Geier's extensive review in the Fall issue of JHP.

Hope you and yours are having a wonderful summer.

With warm regards,

Tony (by dict.)

Anthony J. Sutich

AJS:rf

PSYCHOLOGICAL SERVICE ASSOCIATES

1314 WESTWOOD BOULEVARD • LOS ANGELES, CALIFORNIA 90024

TELEPHONE 474-6545

J. F. T. BUGENTAL, PH.D., DIPLOMATE IN CLINICAL PSYCHOLOGY, A. B. E. P. P.
ALVIN A. LASKO, PH. D., DIPLOMATE IN CLINICAL PSYCHOLOGY, A. B. E. P. P.
WILLIAM ZIELONKA, PH.D.
THOMAS C. GREENING, PH. D., DIPLOMATE IN CLINICAL PSYCHOLOGY, A. B. E. P. P.
GERARD V. HAIGH, PH. D., DIPLOMATE IN CLINICAL PSYCHOLOGY, A. B. E. P. P.

August 8, 1967

Mr. Anthony J. Sutich
2637 Marshall Drive
Palo Alto, California 94303

Dear Tony:

Thanks for your interesting letter and the stimulating paper which you included. I'm sorry I didn't know this paper when I wrote The Search for Authenticity, for I certainly would have liked to include references to it and quotations from it. I'm glad that it will be reprinted and think it belongs in the body of our humanistic psychological writings.

Thanks too for the invitation to join the team working on a history of humanistic psychology. It may seem to some a bit early to start cataloguing that history, unless one means to go back quite a ways. On the other hand, it's probably worthwhile to begin the task now. As to your invitation to join the "team", I'm certainly willing though I haven't much idea of what's involved. Fill me in on that.

Best regards.

Cordially yours,

James F. T. Bugental, Ph.D.

JFTB:pw

Just received yours of 8/3 - Still would like to know more of how I can help. Thanks for the good words on CHALLENGES