IN MEMORIAM

CLIFFORD THOMAS MORGAN*

Dr. Clifford T. Morgan, Adjunct Professor of Psychology, was born in Minotola, New Jersey, on July 21, 1915, and died in Austin, Texas on February 12, 1976. He is survived by his wife, Jean Morgan, two sons, Peter C. Morgan and Michael T. Morgan of Austin, Texas, and a daughter, Patricia A. Johnson of Ponape, East Caroline Islands, U. S. Trust Territory.

Cliff Morgan was truly unique in his contribution to experimental psychology, not because of a single skill which was used to produce enduring consequences, but rather because of the many facets of his work. Cliff Morgan's early years were spent in New Jersey, where he grew up in a strongly religious home, religion of the protestant fundamentalist and evangelical form, and this training remained with him throughout his life. When it came time to go to college, he chose Maryville College in Tennessee on very practical grounds of the kind that frequently influenced his later decisions: It was a religiously oriented college and, being in the South, was considerably cheaper. After two years he lost the religion which was one of his reasons for choosing Maryville in the first place. And in preview fashion, his loss of religion was done with considerable inner turmoil, the kind of turmoil which characterized many of his later changes in career. He entered the University of Rochester in

* This memorial resolution is adapted from a memorial address given by Professor W. R. Garner of Yale University to the November 1976 meeting of the Psychonomic Society of which Dr. Morgan was a founding member and first Chairman of the Governing Board.
1936 and did his dissertation with Elmer Culler, completing the work for the Ph.D. in 1939.

Morgan's first academic position was as Instructor at Harvard, starting in 1939. He formally remained at Harvard only until 1943, but because of the war, he actually remained in close contact with Harvard for two more years. He had accepted appointment as Assistant Professor at Johns Hopkins University in 1943, but was put on leave until the end of the war. During this period he was a Technical Aide in the Office of Scientific Research and Development, a position that required him to coordinate various wartime research activities, including those of S. S. Stevens' Psycho-Acoustic Laboratory at Harvard. He moved to Washington in 1943, but was at Harvard on a regular weekly basis for the rest of the war.

He moved to Baltimore in 1946, and he remained at Johns Hopkins until 1959, having become Associate Professor in 1946 and Professor in 1948. He became a Fellow (an Honorary title) at Johns Hopkins in 1957, and retained that title for three years, although he actually moved in 1959 to the University of Wisconsin, where he stayed for the next three years. In 1962 he moved to the University of California at Santa Barbara, where he remained for several more years. Then in 1968 he moved to Austin where he spent the rest of his life.

In addition to his work during the war and his other public service, Morgan was known for his work as a scientist, administrator, textbook writer, publisher, and as a founder of the Psychonomic Society.

When Cliff Morgan became Instructor at Harvard, at first working in Lashley's laboratory in the Biology building and later in Boylston Hall, he entered
into a period of activity in which being a scientist was the most important thing he (or anyone else, for that matter) could do.

There were three main lines of research during this period of his life. One of them involved the analysis of the phenomenon of audiogenic seizures. The impetus for this research was N. R. F. Maier's research purportedly showing that rats would have "neurotic" seizures when apparently put into conflict by driving them off a jumping stand with a blast of air. Cliff demonstrated, in a series of papers, that the effect was not due to a neurotic conflict, but rather was due to high auditory frequencies, inaudible to man, in the blast of air.

Another line of research concerned hoarding behavior in rats, and he established, with a series of well-designed experiments, the way in which such behavior is controlled by the internal state of hunger in the rat and by the external environmental temperature. The third line of research done largely in collaboration with Robert Galambos, was concerned with the effects of intensity on human pitch perception.

The truly remarkable thing about this facet of Cliff's life is how very short a time period it involved. He spent three years in graduate school, and then four more as Instructor at Harvard, and these were the only years in which he could be said to have laboratory science as his primary activity.

But scientist he was for this period, and a truly excellent one. His reputation was already widespread by 1943, and it was simply solidified by the publication of his first book, Physiological Psychology, in that year. This book quickly became a classic because it so systematized the field of
physiological psychology. Thus, while the book was written to be a text, it was also very much a contribution to science.

How very strong his reputation was in these early years can best be seen by noting two dates. The first of these was his election to the Society of Experimental Psychologists in 1946, before Cliff had reached his 31st birthday. Nobody since that time has been elected at such a tender age. The second date was his election in 1946 to be President in 1948 of the Division of Physiological and Comparative Psychology of the newly reorganized American Psychological Association.

So the picture we have is of a young man totally dedicated to science, of the empirical variety, preferably laboratory, who had risen meteorically in his profession to a position of true eminence by his 30th birthday. I doubt that any who knew him well at that time would have correctly forecast the turns in his career that occurred in his later life, when he started a second career in administration, and then a third primarily as an author. These career changes were definitely not part of a carefully worked out life plan; they just happened because Cliff got involved in a new activity, accepted the challenge, and went about doing an excellent job.

Cliff’s first administrative position was as Technical Aide in the Office of Scientific Research and Development. But he had committed himself to go to Johns Hopkins University in 1943, where he was appointed in the Department of Biology, because there was no Department of Psychology at Hopkins. But it was, even in 1943, absolutely inevitable that in due course there would
be a Department of Psychology, and, with Cliff as its senior member, he was
destined to become its chairman. In 1946, Psychology was made a separate de-
partment with Cliff (by that time Associate Professor) as its Chairman. He
was also, for three years Director of the Systems Research Laboratory of the
U. S. Navy, which the Navy had moved to Hopkins after the war.

As Chairman of the Department of Psychology, Cliff was extremely well or-
ganized, but he had very low tolerance for others who were not well organized,
and could become quite agitated when he saw an ineffective process go on that
could have been effective. Since universities, with their egalitarian and de-
mocratic ideas about how much control faculty should have in making decisions,
are necessarily inefficient places, Cliff became more and more unhappy in his
role as Chairman. He finally resigned as Chairman in 1954.

That was the end of his career as a university administrator, and he had
learned enough about himself never to take on an administrative post at a uni-
versity again. He continued to do what any of us would call administrative
work, setting up and operating his own publication business. But he carefully
avoided situations in which he had to function with people he considered ad-
ministratively incompetent. In some respects Cliff was tolerant of his fellow
man and woman, but not in matters of administrative efficiency.

In addition to his pioneering first book, *Physiological Psychology*, pub-
lished in 1943, which went through several editions, Morgan published a text-
This book, published in 1949, was the first textbook in that field and once
again was a very successful enterprise, the book remaining in press with the original publisher for over twenty years. During these years, Cliff also co-authored a book with James Deese, published in 1957.

But his major book-writing venture was his *Introduction to Psychology*, published in 1956. The income from this book, which has gone through several editions and is still one of the major introductory textbooks in psychology, allowed Cliff to shape a career for himself much more to his liking. Never again was Cliff to be dependent on a university for his salary. So Cliff was able to live and work where he wanted, with no problems of conflict about administrative work of the kind he had come to dislike so very much at Hopkins. Thus began a series of moves to other universities, in each case the decision being simply that Cliff would like to live and work there.

First came his move to Wisconsin in 1959, where Cliff never had a formal appointment. They would have been happy to give him a professorship, but he was not interested, because he wanted to maintain his freedom of choice. Nevertheless, he taught introductory psychology and other seminars, sat on student dissertation committees, and in all ways participated as a full faculty member, except that he carefully, and wisely, avoided all administrative work. When he left Wisconsin, after just three years, in a gesture of characteristic generosity, he turned some property over to the Department to furnish a faculty lounge. He left Wisconsin to go to Santa Barbara in 1962, where he became a half-time Lecturer at the University of California at Santa Barbara. Here the picture painted at Wisconsin was repeated. He taught two large introductory classes, served on various committees, and in general performed all that
would be expected of a full-time faculty member, and all this with his usual efficiency. Cliff donated a sum of money to the Department to establish what is now called the Clifford T. Morgan Colloquium Series. So at Santa Barbara, as at Wisconsin, Cliff gave considerably more than he took.

In 1968 Cliff moved to Austin, Texas, at first as Visiting Professor of Psychology at the University and later as Adjunct Professor, the title he held at his death. The specific reason for his move to Austin was that his wife Jeans's brother-in-law, Fillmore Sanford, a Professor of Psychology at Texas, died, and the Morgans went to help the Sanford family. A temporary move became permanent. Again at the University his functional role was repeated: He taught all kinds of courses, participated in selection of new faculty, and served on PhD committees.

One of Cliff Morgan's major contributions to psychology was his role in founding the Psychonomic Society, a society devoted to psychology as a scientific discipline. He was not only a founding father, but its first chairman. He was single-handedly responsible for establishing the Society's journals. Even early in his career Cliff was heavily involved in editorial work. He was Consulting Editor to McGraw-Hill's Series in Psychology from 1950 to 1959, and was on the Editorial Board of the Annual Review of Psychology from 1953 to 1959. He was Chairman of the Publications Board of the American Psychological Association in 1960-1961, the very year the Psychonomic
Society was born. In fact, he saw his experience in the Publications Board of the American Psychological Association as a valuable asset in understanding the publication needs of the new Society.

When the Society was formed, there was a clear understanding that, while the Society was not to engage in such activities as maintaining job-hunting services or even allowing equipment displays, there might come a time when the Society should enter the publishing business in order to maintain an adequate level of scientific exchange. In the early years of the Society, there was no attempt by the Society itself to begin publishing. But Cliff Morgan began the journal *Psychonomic Science* in 1964, while he was still at Santa Barbara, entirely on his own. His intent was to provide a more rapid means of publication for short scientific articles, along the lines of the journal *Science*. A year later, in 1965, he added *Psychonomic Monograph Supplements*, and then *Perception & Psychophysics* in 1966, with *Behavior Research Methods & Instrumentation* in 1969.

In 1968, Cliff offered the journals, and the whole business establishment necessary to publish and print the journals, to the Psychonomic Society, plus enough cash to see them through their early transition years. The actual transfer took place in 1970, and some changes in the structure of publications was made a year later. By 1973, *Psychonomic Science* became the *Bulletin of the Psychonomic Society; Perception & Psychophysics* was continued, as was also *Behavior Research Methods & Instrumentation*, and three new journals were added: *Memory & Cognition, Animal Learning & Behavior*, and *Physiological*
Psychology. When the Society took over responsibility for these journals, it took specifically the responsibility for establishing editorial policy and for appointment of editors. Cliff, however, continued to manage the actual operations, becoming in effect publications manager for the Society.

This a summary of the many facets of Clifford T. Morgan's professional life. There is nobody who has played quite the role he has played in experimental psychology.

Lorene L. Rogers, President of The University of Texas at Austin

Bill D. Francis, Secretary The General Faculty

This Memorial Resolution was prepared by a Special Committee consisting of Abram Amsel (chairman), Janet Spence, and Devendra Singh.