

STANFORD UNIVERSITY BULLETIN

SIXTH SERIES, No. 56

DECEMBER 31, 1937

**ANNUAL REPORT OF THE PRESIDENT
OF STANFORD UNIVERSITY**

**FOR THE FORTY-SIXTH ACADEMIC YEAR
ENDING AUGUST 31, 1937**

**THIS BEING THE THIRTY-FOURTH REPORT SUBMITTED, TO
WHICH ARE APPENDED ANNUAL REPORTS OF THE
COMPTROLLER, DEPARTMENTS, COMMITTEES,
AND PUBLICATIONS OF THE FACULTY**

**STANFORD UNIVERSITY, CALIFORNIA
PUBLISHED BY THE UNIVERSITY
1937**

following table gives a summary of the enrolment in schools and departments:

Biological Sciences, School of	75	Romanic Languages	
Anatomy	6	French	36
Bacteriology	13	Spanish	43
Basic Medical Sciences	213	Lower Division (including 4	
Physiology	8	special students)	1,697
Pre-Nursing	2	Medicine, School of	210
Business, Graduate School of..	140	Basic Medical Sciences (<i>see</i>	
Education, School of		School of Biological	
Education	475	Sciences)	(33)
Graphic Art	31	Physical Sciences, School of..	1
Physical Education	33	Chemistry	113
Engineering, School of	140	Geology	40
Civil	22	Mathematics	26
Electrical	20	Physics	10
Mechanical	18	Social Sciences, School of ...	337
Mining	21	Economics	229
Hygiene and Physical Educa-		Accountancy	24
tion (<i>see</i> School of Edu-		Sociology	7
cation)	(33)	History	153
Law, School of	160	Journalism	64
Pre-Legal	21	Philosophy	21
Letters, School of	3	Political Science	169
Classics	12	Psychology	59
English	118	Sociology	35
Public Speaking	46		
Germanic Languages	24	Total	4,875

ADDITIONS TO STUDENT FEES

The Board approved the request of the Executive Committee of the Associated Students (1) that the President of the University be asked to have the Board of Trustees continue to collect \$115 regular fees (instead of \$114) during the succeeding spring quarter from each student, the additional \$1.00 to be turned over to the Associated Students in the usual manner; (2) that \$1.00 of the 1937 spring quarter student fees be appropriated as follows: fifty per cent to Student Aid and fifty per cent to apply on the new Memorial Hall.

NEW FELLOWSHIPS, SCHOLARSHIPS, AND LOAN FUNDS

THE JOHN M. SWITZER LOAN AND SCHOLARSHIP FUND

Terms of the will of John M. Switzer, of the Class of 1898:

ARTICLE FOURTH: I give and bequeath to THE BOARD OF TRUSTEES OF THE LELAND STANFORD JUNIOR UNIVERSITY, situated at or near Palo

SCHOOL OF SOCIAL SCIENCES

ECONOMICS (STATISTICS)

Mr. John Robert White, '26, a file of the *Journal of Accountancy*, 1926 to 1936 inclusive (22 volumes).

HISTORY

Professor Edward Maslin Hulme, of Stanford University, two wall maps of Europe.

JOURNALISM

Estate of Arthur G. Duncombe, '26, \$21.00 for Journalism Book Fund.

POLITICAL SCIENCE

West Memorial Library: Carnegie Foundation for International Peace, eleven volumes; Professor Edgar E. Robinson, twenty-one volumes, and bound volumes of the *Congressional Record*; Mr. Francis V. Keesling, seven years of the *Political Science Quarterly*, thirteen years of the *Southwestern Historical Quarterly*, and six years of *Forum Affairs*; Lawrence Sullivan, Francis Wilson, Guido Marx, Thomas S. Barclay, Walter Thompson, Hugh McD. Clokie, and Jane Hillebrand, ten miscellaneous volumes; Professor Thomas S. Barclay and Pi Sigma Alpha, furnishings.

PSYCHOLOGY

George Davis Bivin Foundation, Inc., of Cleveland, Ohio, \$35.00 for three awards (\$20.00, \$10.00, and \$5.00) to students for pages on "The Relationship of the Emotions to the Mental Hygiene of the Child"; and \$50.00 for three awards to graduate students on the same subject.

National Research Council, Committee for Research in Problems of Sex (Washington, D.C.): \$750.00 to comparative studies in the psychobiology of sex of man and other mammals (under direction of Dr. C. P. Stone), and \$400.00 received on grant of \$1,200.00 for continuation of studies for the fiscal year beginning July 1, 1937; \$2,880.78 to studies in psychological characteristics of sex (under direction of Dr. Lewis M. Terman), and \$1,050.00 received on grant of \$3,500.00 for a continuation of these studies; \$200.00 for Professor Ernest R. Hilgard's research (from the Council's Research Aid Fund); \$200.00 for research by Dr. Robert T. Ross on effects of stage lighting on audiences.

Mr. Robert Taylor, of Hollywood, California, \$250.00 for research by Dr. Ross.

FOOD RESEARCH INSTITUTE

Canned Salmon Industry, \$3,000.00 for survey of spoilage in canned fish, under the direction of Dr. C. L. Alsberg.

SCHEDULE I—Continued

ANALYSIS OF EXPENDITURES, YEAR ENDED AUGUST 31, 1937

INSTRUCTION AND RESEARCH, SCHOOLS AND DEPARTMENTS (Continued)	Total	Expense	Equipment to Capital
School of Social Sciences			
Administration	\$ 255.93	\$ 255.93
History	74,848.35	71,966.38	\$ 2,881.97
Economics	68,800.74	68,597.84	202.90
Political Science	29,244.95	29,021.03	223.92
Journalism	12,811.53	12,811.53
Philosophy	13,594.76	13,594.76
Psychology	41,890.45	41,828.65	61.80
Introduction to Social Problems	135.85	27.49	108.36
Total	\$241,082.56	\$238,103.61	\$ 2,978.95
School of Physical Sciences			
Physical Sciences, Book Fund and Expense....	\$ 584.67	\$ 560.62	\$ 24.05
Geology	44,048.14	44,017.08	31.06
Mathematics	30,860.33	30,860.33
Physics	45,300.65	45,300.65
Chemistry	90,625.46	90,187.56	437.90
Total	\$ 211,419.25	\$210,926.24	\$ 493.01
School of Fine Arts.....	\$ 48,882.00	\$ 48,842.51	\$ 39.49
Food Research Institute.....	\$ 55,275.45	\$ 54,934.38	\$ 341.07
Endowment Lecture Funds.....	\$ 2,035.07	\$ 2,035.07
Special Contributions for Specific Research			
Physiology	\$ 3,779.52	\$ 3,779.52
Anatomy	1,671.79	1,671.79
Education	14,936.97	14,807.70	\$ 129.27
Psychology	7,995.02	7,995.02
Chemistry	3,191.61	3,191.61
Mechanical Engineering	21,430.51	21,281.16	149.35
History	16,245.52	16,184.96	60.56
Economics	2,454.09	2,454.09
Biology	16,789.06	16,299.50	489.56
Food Research	2,339.98	2,339.98
Political Science	549.71	549.71
Law	1,930.80	1,930.80
School of Business Administration.....	15,055.45	15,055.45
Mining Engineering	964.20	26.17	938.03
Bacteriology	23,609.81	23,609.81
Physics	111.17	111.17
Physical Education	192.88	192.88
Dramatic Festival	1,306.10	1,306.10
Total	\$ 134,554.19	\$ 132,787.42	\$ 1,766.77
Total Instruction and Research.....	\$1,684,368.90	\$1,676,543.23	\$ 7,820.67

Professor Webster ended his second term as president of the American Association of Physics Teachers in December, thereby becoming chairman of its Committee on Awards for Notable Contributions to the Teaching of Physics, and also served on its committees on units and on physics for pre-medical students. Professor Webster also served on the board of editors of *Reviews of Modern Physics*. Professor Kirkpatrick served the American Physical Society throughout the year as local secretary for the Pacific Coast, organizing its meetings on this coast, and editing the bulletins of these meetings; and he officiated as president of the Stanford Chapter of Sigma Xi. Professor Bradbury was the chairman of the Northern California Branch of the American Meteorological Society.

DAVID LOCKE WEBSTER

Professor of Physics

SCHOOL OF SOCIAL SCIENCES

The Executive Committee of the School consisted of Harold Chapman Brown, Chilton Rowlette Bush, Edwin Angell Cottrell (chairman), Bernard Francis Haley, Charles Nathan Reynolds (adviser of students), Edward Kellogg Strong, Walter Thompson (secretary), and Payson Jackson Treat. Mr. Erb substituted for Mr. Haley during the autumn and winter quarters, and Mr. Hall for Mr. Brown during the spring quarter. Professor McNemar acted as adviser of students during the summer quarter.

During the year, 370 students were registered as majors in the School, of whom 10 were graduate students. This is an increase of 10 per cent over the previous year. The Bachelor of Arts degree was granted to 127 students, of whom 2 graduated with great distinction and 8 with distinction. Evan Bond Hannay received the degree of Master of Arts, with a thesis entitled, "The Implications of Collective Society with Regard to War." The Division of Sociology graduated 14 students, of whom 1 did his work under the Independent Study Plan Committee, 1 graduated with great distinction, and 2 graduated with distinction. The Division of Journalism graduated 30 students (3 with distinction) and granted Master of Arts degrees to 3 students, with the following theses: Leonard Irving Bartlett, "The Development of a Public Relations Program for the Modesto (California) Public Schools"; Churchill Too-Ming Chiu, "Occidental Influences in Japanese Journalism"; and Richard Kenneth Stanton, "A Comparative Analysis of the Twenty-three Secondary Newspaper Markets of the Pacific Northwest."

The course in Introduction to Social Problems was offered for the first time during this year. It was under the direction of Professor Erb, who was assisted by three instructors, Joel V. Berreman, Hilden R. Gibson, and Gault W. Lynn, each giving half time to this course. This course or an alternative chosen from the elementary courses in the School was required of all sophomores. The enrolment was 138 in the autumn quarter, 121 in the winter, and 129 in the spring.

An experimental course in Current Events was sponsored by the School during the year. It was administered by a committee composed of three professors and three students. A different professor lectured each week on some particularly timely subject and each student wrote a term paper. In spite of its great popularity (the enrolment increased from 223 in the autumn to 336 in the winter, and 441 in the spring), it was decided that such a course should not be continued for credit. It is hoped, however, that a series of similar lectures may be given for seriously interested students.

The Social Science Seminar was carried on successfully during the year, and will be continued. The organization of the curriculum in International Relations was not completed during the year, owing to the absence of Professor Stuart, on sabbatical leave.

Professors Haley, Strong, and Treat were re-elected to the Executive Committee for a two-year term, and Professor Buck was elected secretary for the coming year. Besides the regular meetings of the Executive Committee each quarter for the recommendations for degrees and passing upon petitions, the School held two dinner meetings during the year.

The Council of Research in the Social Sciences has completed ten years of operation under the Laura Spelman Rockefeller Fund of the Rockefeller Foundation. During this period the council has allotted the sum of \$454,426 to fifty-seven members of the university faculty for eighty-six different projects. Although the large majority of the projects were in the School of Social Sciences, nine were in the School of Education, three in the School of Business, and one each in the School of Law, Food Research Institute, University Library, and Department of Mathematics. The larger grants have been made for studies in the Russian and German revolutions in the Hoover War Library, Vocational Guidance and the revision of the Stanford-Binet Test in the Department of Psychology, and the Law of Domestic Relations in the School of Law. The publications resulting from these research funds have been thirty-five books and seventy-two articles in scientific journals. Fifteen books are still in the process of preparation. The Rockefeller Foundation has granted a new and much decreased tapering fund for the completion of existing projects during the next three years.

EDWIN ANGELL COTTRELL

Chairman of the Executive Committee

ECONOMICS

The staff of the department for the year 1936-37 consisted of Theodore Harding Boggs, John Bennet Canning, Elmer Daniel Fagan, Bernard Francis Haley, Eliot Jones, Charles Nathan Reynolds, Albert Conser Whitaker, professors; Joseph Stancliffe Davis, director of the Food Research Institute; Merrill Kelley Bennett, economist, Food Research Institute; Donald Milton Erb, associate professor; Philip Edward Keller, Richard

KGO for the Stanford Hour, January 11; serving on the Reading Committee of the California Research Association; panel work on reading at the Progressive Education Conference; and giving aptitude and reading tests to candidates for admission to Stanford in southern California cities.

Dr. Jean Macfarlane, acting assistant professor during the summer quarter, gave a course on Clinical Child Psychology and conducted a weekly seminar for advanced students.

Mr. Courts, teaching assistant during the first three quarters, served as acting instructor during the summer quarter.

Dr. McNemar was granted a leave of absence for the academic year 1937-38 to serve as associate professor of education at Fordham University, New York City. Dr. George Kuznets of the University of California was appointed instructor in psychology and education for 1937 to substitute for Dr. McNemar.

In June, 1937, Dr. Coover retired as professor emeritus after twenty-five years of unbroken service to the University as psychical research fellow and as a member of the teaching staff of the Department of Psychology. His publications in psychical research and in the field of learning are universally recognized as of outstanding merit.

The vacancy in the Thomas Welton Stanford Fellowship has been filled for 1937-38 by the appointment of John Kennedy, A.B., Stanford, 1934, Ph.D., Brown University, 1937. Plans have been completed for the inauguration of intensive research on telepathy and clairvoyance during the coming year.

During the year the laboratory acquired an electroencephalograph for studying brain potentials and related phenomena, a vacuum-tube micro-voltmeter, and a number of photoelectrical instruments in connection with Dr. Ross's work on vision.

LEWIS MADISON TERMAN

Professor of Psychology

DIVISION OF JOURNALISM

The staff of the Division of Journalism for the year 1936-37 consisted of Chilton R. Bush, professor; Merritt E. Benson (University of Washington), acting assistant professor during the summer quarter; Bertton J. Ballard and Clifford F. Weigle, instructors; Raymond D. Lawrence, acting instructor during the spring quarter; James C. Nute (spring), Richard Russell (winter), and Neal Van Sooy (winter), lecturers.

Class enrolment, exclusive of practice courses, was 589, as compared with 471 in 1935-36, 332 in 1934-35, and 225 in 1933-34. The number of majors was 64. Thirty received the Bachelor's degree at the annual Commencement, as compared with 22 in 1935-36. Three were awarded the Master's degree, their thesis titles being as follows: "Occidental Influences in Japanese Journalism," "An Analysis of the 23 Secondary Newspaper Markets of the Pacific Northwest," and "The Development of a Public Relations Program for the Modesto, California, Public Schools."

Forty-six per cent of those receiving degrees came from states other than California. Only those senior students averaging more than 2.5 grade points in their major subject were recommended for graduation; no graduate student was recommended for the Master's degree whose average on his entire program of study was less than B.

During the year the demand for Stanford men of the class of 1936 to fill newspaper positions was more than double the supply. The following newspapers employed 1937 graduates during the summer: *Oakland Tribune*, *Santa Paula Chronicle*, Fairchild Publications (New York City), *San Francisco Chronicle*, *Chicago Tribune*, *Sacramento Bee*, *Santa Ana Journal*, *Tokyo (Japan) Advertiser*, *Fresno Bee*, *Salinas Index-Journal*, *Salinas Morning Post*, *Merced Sun-Star*, *Paris (France) Herald-Tribune*, and *Portland (Oregon) Journal*. In addition, one graduate joined Radio Station KSFO (San Francisco) and three were employed by the following advertising agencies: McCann-Erickson Company (San Francisco), Cline Advertising Agency (Boise, Idaho), and West-Holliday Company (San Francisco). Opportunities for women in journalism improved slightly during the year, but not sufficiently to justify an increase in enrolment.

An encouraging aspect of the enrolment in the division has been the increasing number of publishers' sons. Since the primary objective of the curriculum in journalism is to supply students with an advance insight into the social aspects of their profession, the best social results will ensue when a large number of graduates have themselves become proprietors of newspapers. Probably no profession has made the ethical progress in the last twenty-five years as that of journalism, and this is probably due in greatest measure to schools of journalism which have supplied a literature for the profession and induced a social self-consciousness in proprietors and editorial workers. Since the mere segregation of prospective journalists in a special curriculum accomplishes this social objective to a great degree, it has not been the policy of the division to offer a large amount of technical instruction and thus subtract from the social content of the student's study program.

Mr. Bush and Mr. Weigle completed in September a survey of the reading habits and interests of 3,500 families in San Francisco, the project being undertaken in co-operation with the *San Francisco Chronicle*.

The division continued its close co-operation with the California press associations. Mr. Van Sooy was re-elected a member of the executive committee of the California Newspaper Publishers Association, and the staff of the division were engaged during the summer in making preparations for the second summer conference of the Association to be held on the Stanford campus, September 17-19. Mr. Bush addressed the annual meeting of the California Editorial Association in San Francisco in December, and Mr. Van Sooy made several addresses to newspaper groups in southern California.

Mr. Weigle was re-elected a director of the northern California alumni chapter of Sigma Delta Chi, and Mr. Van Sooy was named a director of the Los Angeles alumni chapter. These groups worked successfully during the year in support of education for journalism and in the examination of several ethical aspects of journalism. Through the election of associate members to

the Stanford chapter, the alumni group now has the active co-operation of the leading editorial executives in San Francisco and northern California.

The division continued to work in close co-operation with individual newspapers and press associations. The San Francisco practice course, begun last year, was again highly successful because of the generous co-operation of the *San Francisco News* and the *Wall Street Journal* (Pacific Coast edition). The division acknowledges its gratitude for numerous forms of co-operation to the *San Francisco Examiner*, *San Francisco Chronicle*, the United Press Associations, the Associated Press, and the Newspaper Enterprise Association (Pacific Coast Division).

On November 26-28 the division was again host to the annual conference of teachers of journalism from the Universities of Washington, Oregon, Nevada, Idaho, and Southern California. On October 31 the Central California Scholastic Press Association held its thirteenth annual convention at Stanford.

Mr. Bush was director of publicity in the autumn, winter, and spring quarters, and served on the special Committee on Degrees, the Executive Committee of the School of Social Sciences, the special committee of the School in charge of the course in Current Events, and a committee of Stanford Associates.

Mr. Weigle acted as director of publicity in the summer quarter. During the year he compiled a style book, made a radio address, and contributed several articles on the history of pioneer newspapers in California.

Mr. Ballard devoted half of his time to publicity in the spring quarter. He addressed the Southern California Scholastic Press Association at Santa Maria in November and the student body of Castlemont High School, Oakland, in December.

Mr. Richard Russell, of the San Francisco office of Lord & Thomas, joined the staff as lecturer in winter quarter. Under his direction and in co-operation with the Wesix Electric Heater Company, the class in advertising prepared a schedule of tested copy to run in a group of national magazines in the autumn of 1937. Copy addressed to dealers appeared in leading trade journals in April and May.

Mr. Walter L. Doty, of the San Francisco office of Lord & Thomas, was appointed lecturer for the autumn quarter of 1937-38. Dr. Raymond D. Lawrence, news editor of the *Oakland Tribune*, who was on the staff in spring quarter, went to the University of Kansas, as assistant professor of journalism. Mr. Weigle was advanced to an assistant professorship, and Mr. Ballard was promoted to the rank of acting assistant professor.

CHILTON R. BUSH
Professor of Journalism

TABLE IX (*Continued*)

	Ph.D.	M.D.	LL.M.	LL.B.	Ed.D.	Engr.	Ed.M.	M.B.A.	A.M.	A.B.
School of Letters.....										
Classics	2	4
English	3	10	37
English: Public Speaking	8
Germanic Languages	2	5
Romanic Languages	3	8	20
School of Medicine.....	53
School of Physical Sciences:										
Chemistry	6	14	34
Geology	2	8
Mathematics	1	5	3
Physics	2	2
School of Social Sciences	1	127
School of Social Sciences:										
Journalism	3	30
Sociology	14
Economics	3	103
Economics: Accountancy	13
Economics: Sociology	5
History	4	10	48
Philosophy	4	6
Political Science.....	3	7	80
Psychology	4	1	23
Total	39	53	2	30	8	22	1	51	137	785

TABLE X

SUMMARY OF DEGREES GRANTED, 1936-37

	October	January	April	June	Total	Men	Women
Bachelor of Arts.....	64	56	78	587	785	537	248
Master of Arts.....	53	9	13	62	137	88	49
Master of Business Administration	4	2	1	44	51	51	..
Master of Education.....	..	1	1	1	..
Engineer	1	..	21	22	22	..
Doctor of Education.....	4	1	1	2	8	7	1
Bachelor of Laws.....	4	4	4	18	30	28	2
Master of Laws.....	2	2	2	..
Doctor of Medicine.....	53	53	48	5
Doctor of Philosophy.....	8	7	5	19	39	35	4
Total	137	81	102	808	1,128	819	309

JOHN PEARCE MITCHELL, *Registrar*

JOURNALISM

CHILTON ROWLETTE BUSH:

New circulation measurement fields: *Advertising and selling*, vol. 28, p. 57, March 11, 1937.

A quantitative and qualitative analysis of newspapers in San Francisco. (With C. F. Weigle). San Francisco. San Francisco chronicle. 1936. 46 p.

A quantitative and qualitative analysis of San Francisco newspapers revised to latest circulation reports. (With C. F. Weigle). San Francisco. San Francisco chronicle. 1937. 9 p.

CLIFFORD FRANCIS WEIGLE:

California's pioneer newspapers: *California state employee*, vol. 6, p. 5-6, July, 1937.

California's pioneer newspapers lived hardily: *California publisher*, vol. 16, p. 8+, June, 1937.

A quantitative and qualitative analysis of newspapers in San Francisco. (With C. R. Bush). San Francisco. San Francisco chronicle. 1936. 46 p.

A quantitative and qualitative analysis of San Francisco newspapers revised to the latest circulation reports. (With C. R. Bush). San Francisco. San Francisco chronicle. 1937. 9 p.

San Francisco journalism, 1847-1851: *Journalism quarterly*, vol. 14, p. 151-157, June, 1937.

Compiler: *Style sheet*. Stanford university press. 1936. 8 p.

BERTON JOSEPH BALLARD:

Exploring the mind of America: *Stanford illustrated review*, vol. 38, p. 10, February, 1937.

Journalism and the new philosophy: *Journalism quarterly*, vol. 13, p. 280-288, September, 1936.

The vocation of a journalist: *Quill and scroll*, vol. 9, p. 9-10, October, 1936.

San Quentin prison's newspaper: *Publisher's auxiliary*, vol. 72, p. 1, August 28, 1937.

Teacher-giver, Hoosier school-master's gift to Stanford: *Literary digest*, vol. 123, p. 22, January 9, 1937.

Review of:

Davidson, P. E. Occupational mobility in an American community. 1937: *Business journalist bulletins*, 1937, *Mechanical section*, I, p. 5.

RAYMOND D. LAWRENCE:

Review of:

McClatchy, C. K. Private thinks by C. K. 1936: *Journalism quarterly*, vol. 14, p. 176-177, June, 1937.

PHILOSOPHY

HAROLD CHAPMAN BROWN:

Ethics from the viewpoint of modern science: *Journal of philosophy*, vol. 34, p. 113-121, March 4, 1937.