

**STANFORD UNIVERSITY BULLETIN**

**FIFTH SERIES, No. 101**

**NOVEMBER, 1930**

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

**FOR THE THIRTY-NINTH ACADEMIC YEAR  
ENDING AUGUST 31, 1930**

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

LIBRARY, SCHOOL OF EDUCATION

**STANFORD UNIVERSITY, CALIFORNIA  
PUBLISHED BY THE UNIVERSITY  
1930**

School of Medicine.....	156	School of Social Sciences .....	129
Pre-Clinical .....	36	Economics .....	589
Public Health .....	1	Accountancy .....	28
Physical Education and Hy-		History .....	183
giene .....	5	Journalism .....	53
School of Physical Sciences...	2	Philosophy .....	27
Chemistry .....	124	Political Science .....	193
Geology .....	73	Psychology .....	70
Mathematics .....	36	Sociology .....	2
Physics .....	24	Total.....	4,642

The steady movement toward graduate work which has been particularly notable in student enrolment for the past ten years is shown again this year in the record of 1,530 students in graduate standing, representing almost exactly one-third of the total registration. At the annual Commencement in June, 1,130 degrees were awarded, 372 of them being advanced degrees.

This only emphasizes from another angle the importance of making every effort to increase our facilities for carrying on advanced work of instruction and research in the various fields of knowledge which are represented here. In this effort we are encouraged by the recognition which the University has received during the past decade, particularly from the great foundations. From these sources have come funds to create the Food Research Institute, the Guggenheim Aërodynamical Laboratory, the Jacques Loeb Laboratory, the Laura Spelman Rockefeller Fund for Research in Social Sciences, and numerous other gifts, large and small, for the support of research in special fields. A contingent grant of \$750,000 for the support of research in biology, chemistry, physics, and mathematics awaits realization when the University can match it with an equal sum.

The University is now approaching the time when it must face the task of increasing its productive endowment and of making substantial additions to its physical plant. The greater period of development which lies ahead in the next ten years requires the support not only of increased funds for specific purposes, such as those which the foundations and generous friends of the University are providing, but of larger funds which will be available in the form of general endowment. For this enterprise no better foundation could have been laid than the record of gifts received and scholarly work accomplished through them during the past decade.

generous action of the Board of Athletic Control in providing funds from football receipts to the extent of \$235,000.

The building fronts on Santa Teresa Street and is located at a point south of old Roble Gymnasium and west of the engineering quadrangle. It is a one-story, reinforced concrete building with a tile roof, providing complete facilities for the Medical Adviser of Women and the Department of Hygiene and Physical Education for Women. There are two main wings, one 60 feet by 86 feet for the dance studio, where interpretative, folk, and composition dancing will be taught, and one 60 feet by 108 feet, for gymnasium purposes. Rooms are provided for physical examinations, physiotherapy, laboratories, corrective clinic, locker- and dressing-rooms, as well as a small-games room. At the west end of the building there will be an outdoor swimming pool, 35 feet by 75 feet, with a graduated depth of from 3½ feet to 9½ feet. The inner court surrounded by an arcade will be landscaped with a formal garden and fountain.

The architects are John Bakewell and Arthur Brown, and the contract was awarded to George Wagner, Inc.

#### NEW PRESS BUILDING

The University Press, upon entering the publication field, has broadened its field of operations so rapidly that the old Press Building was inadequate to meet the expansion in staff and growth of plant requirements. A modern, one-story, factory-type, reinforced concrete building was completed on February 6, 1930, at a cost of \$58,564.56, in the area just south of the old Press Building. The new building contains a floor area of 12,000 square feet and now accommodates the entire manufacturing plant, which includes the composing room, press room, proofroom, and bindery. A separate press room has been provided for a new Duplex Webb press for publishing the *Stanford Daily*. Several thousand dollars' worth of new equipment has been installed in the new building to meet the growing demands.

The architects were John Bakewell and Arthur Brown and the contractor was George Wagner, Inc.

The old Press Building was remodeled, the lower floor being devoted to storage rooms for paper and publications, and the business and executive offices. The upper floor was altered to provide space for the Department of Journalism and the various campus magazines.

#### EXPERIMENTAL TRANSMISSION LINE AT THE RYAN LABORATORY

From funds and material donated by public utility companies and electrical equipment firms, an experimental, high-voltage transmission line, with steel poles 113 feet high, was constructed on the south side of the Ryan Laboratory extending for a distance of 1,400 feet. The Laboratory has been provided with specimen cables ranging in diameter from nine-tenths of an inch to four inches, part of them copper and part of them aluminum. Transmission tests can be made for voltage up to a maximum of 2,000,000 volts. A unique feature in construction permits the raising and lowering of the test conductors by means of steel winches, thereby eliminating the dangers of pole climbing.

SCHEDULE I—Continued

ANALYSIS OF EXPENDITURES, YEAR ENDED AUGUST 31, 1930

INSTRUCTION AND RESEARCH, SCHOOLS AND DEPARTMENTS (Continued)	Total	Expense	Equipment to Capital
School of Law .....	\$ 79,704.33	\$ 79,704.33	.....
School of Business Administration.....	\$ 74,973.32	\$ 74,973.32	.....
School of Education .....	\$ 71,730.47	\$ 71,730.47	.....
Journalism .....	\$ 11,138.67	\$ 11,138.67	.....
Engineering Group			
Dean's Office .....	\$ 12,869.30	\$ 4,900.30	\$ 7,960.00
Civil Engineering .....	48,602.66	46,812.66	1,790.00
Electrical Engineering .....	33,277.47	27,422.12	5,855.35
Mechanical Engineering .....	58,737.54	57,136.54	1,601.00
Mechanical Engineering, Guggenheim Laboratory .....	606.21	.....	606.21
Military Tactics and Science.....	5,400.69	5,400.69	.....
Mining and Metallurgy .....	36,665.13	36,665.13	.....
Geology .....	46,297.45	46,297.45	.....
Total .....	\$ 242,546.45	\$ 224,643.89	\$ 17,902.56
Biological Group			
Bacteriology .....	\$ 34,836.23	\$ 34,836.23	.....
Bacteriophage research .....	2,982.52	2,982.52	.....
Botany .....	25,842.65	25,842.65	.....
Biology .....	24,391.76	24,050.76	\$ 341.00
Hopkins Marine Station, Pacific Grove.....	49,730.62	48,229.71	1,500.91
Zoology .....	28,734.27	28,734.27	.....
Natural Sciences Museum .....	9,693.87	9,693.87	.....
Anatomy .....	44,088.02	44,088.02	.....
Physiology .....	34,158.13	33,665.53	492.55
Total .....	\$ 254,458.07	\$ 252,123.61	\$ 2,334.46
Languages, Ancient and Modern			
English .....	\$ 66,376.41	\$ 66,376.41	.....
German .....	21,507.07	21,507.07	.....
Classical Literature .....	25,206.40	25,206.40	.....
Public Speaking .....	23,453.56	23,453.56	.....
Romanic .....	43,343.20	43,343.20	.....
Slavic .....	3,256.42	3,256.42	.....
Total .....	\$ 183,643.06	\$ 183,643.06	.....
History Economics, and Political Science			
History .....	\$ 54,001.65	\$ 54,001.65	.....
Economics .....	67,612.11	67,612.11	.....
Political Science .....	26,103.26	26,103.26	.....
Citizenship .....	16,532.13	16,532.13	.....
Total .....	\$ 164,249.15	\$ 164,249.15	.....

During the year Dr. Merrill directed two Master's theses in the field of mental tests. As in previous years she served as psychologist in the Juvenile Court of San Jose, as a member of the Santa Clara County Probation Committee, and as psychologist for the Santa Clara County Health Center.

Miss Marshall devoted the first three quarters of the year to psychometric work in the Division of Neuropsychiatry of the School of Medicine, and during the summer prepared a report on children's play for the White House Conference.

The researches of Dr. Catharine Cox Miles and of Dr. Ramsperger, carried out in collaboration with Dr. Terman, have already been mentioned. An additional investigation of Dr. Ramsperger was completed on the intellectual resemblance of siblings who show much or little physical resemblance.

LEWIS MADISON TERMAN

*Professor of Psychology*

#### DIVISION OF JOURNALISM

The staff of the Division of Journalism for the year consisted of Everett W. Smith, professor; Buford O. Brown, associate professor; and Thomas G. Irwin, instructor.

Professor Brown was visiting professor at the University of Oklahoma during the autumn quarter and before his return to Stanford went to New Orleans, where at the request of the Director of the Stanford Libraries he secured some material from the Howard Memorial Library for Stanford. He was a judge in the "better newspapers" contest of the National Editorial Association. During the year he contributed articles to *Editor and Publisher*, *Inland Printer*, and *California Publisher*. In Oklahoma he addressed the Advertising Managers Section of the State Press Association and the Oklahoma Scholastic Press Association, and in California the Advertising Managers Section of the California Publishers Association (northern division).

Professor Smith represented the University at the meetings of the American Association of Schools and Departments of Journalism and of the American Association of Teachers of Journalism, held at Louisiana State University, Baton Rouge, during the Christmas holidays. These sessions again emphasized the growing interest on the part of both teachers and practitioners of journalism in the question whether the schools and departments of journalism are giving right emphasis and proportion as between technical subjects and other matters. Some critics put it that the schools as a whole are offering "trade school training" rather than "professional education." E. Marion Johnson in his address as retiring president of the Association of Teachers said, "There does not exist a genuine professional school of journalism."

The crux of the discussion that is being carried on lies largely in the definition given "professional" as applied to journalism. Those who resist the imputation that too much attention is given in the curriculums to details

of technique as compared with efforts to develop a comprehension of journalism as a force in society set forth that technical ability is as essential as any other equipment for carrying on a journalist's work, that training in technique ought to be given in the schools, and that it is, in fact, professional.

Though the debate may at times approach dangerously close to quibbling and may be complicated by institutional prejudices and precedents which have had time to crystallize even though journalism has been a university subject for only about a quarter of a century, this questioning of the purpose and content of journalism school courses is useful and encouraging. With the active participation of thoughtful newspaper men, the discussion will help to make clearer the proper path for those who have undertaken the responsibility of preparing workers in a calling of so great import to society and to aid in the development of standards that will distinguish the best journalism schools from those not so good or not so completely performing their whole function.

During the year the Division of Journalism again sponsored the annual two-day meeting of the California Scholastic Press Association on the campus. Although this two-day session was conducted to the satisfaction and profit of the high-school journalists and their teachers and advisers who were present, it has become clear that the University community cannot again be asked to house the delegates over night.

EVERETT W. SMITH  
*Professor of Journalism.*

TABLE IX. DEGREES GRANTED (Continued)

	Ph.D.	M.D.	J.D.	LL.B.	Ed.D.	Engr.	M.B.A.	A.M.	A.B.
School of Social Sciences....	1	..	..	..	..	..	..	1	40
School of Social Sciences:									
Journalism .....	..	..	..	..	..	..	..	3	18
School of Social Sciences:									
Sociology .....	..	..	..	..	..	..	..	..	2
Economics .....	4	..	..	..	..	..	..	8	226
Economics: Accountancy ..	..	..	..	..	..	..	..	1	14
Economics: Journalism .....	..	..	..	..	..	..	..	..	1
Economics: Sociology .....	2	..	..	..	..	..	..	..	1
History .....	1	..	..	..	..	..	..	20	53
Philosophy .....	..	..	..	..	..	..	..	..	12
Political Science .....	3	..	..	..	..	..	..	9	66
Psychology .....	2	..	..	..	..	..	..	..	12
At large .....	..	..	..	..	..	..	..	..	1
Totals .....	41	42	52	16	2	30	25	164	758

TABLE X. CLASSIFICATION OF DEGREES ACCORDING TO DATE OF GRADUATION

	Oct.	Jan.	Apr.	June	Total	Men	Women
Bachelor of Arts .....	92	65	105	496	758	640	118
Master of Arts .....	58	13	19	74	164	107	57
Master of Business Administration..	1	..	..	24	25	23	2
Engineer .....	3	2	2	23	30	30	..
Doctor of Education .....	..	1	..	1	2	2	..
Bachelor of Laws .....	2	3	1	10	16	16	..
Juris Doctor .....	7	6	8	31	52	51	1
Doctor of Medicine .....	..	..	1	41	42	39	3
Doctor of Philosophy .....	15	2	2	22	41	35	6
Totals .....	178	92	138	722	1,130	943	187

JOHN PEARCE MITCHELL, Registrar

## CALVIN PERRY STONE:

Rats: *Scientific American*, vol. 142, p. 114-115, February, 1930.

## JOHN EDGAR COOVER:

Analysis of substitution-test performance. (Abstract): *Psychological bulletin*, vol. 26, p. 593, October, 1929.

Secondary criteria and threshold determination: *International congress of psychology. Proceedings and papers*, vol. 9, p. 128-129, 1929.

Co-operating editor: *Psychological bulletin*, Princeton, New Jersey.

## PAUL RANDOLPH FARNSWORTH:

A modification of three music tests. (Abstract): *Psychological bulletin*, vol. 26, p. 592-593, October, 1929.

Proceedings of the meeting of the Western psychological association: *Ibid.*, vol. 26, p. 589-599, October, 1929.

Two independent developments of the strabillon: *Journal of general psychology*, vol. 2, p. 556-558, October, 1929.

Reply of Dr. Lanier's note on the Seashore tests: *Journal of educational psychology*, vol. 20, p. 693-694, December, 1929.

## CATHERINE COX MILES:

Sex differences in certain emotional attitudes: *Psychological bulletin*, vol. 26, p. 596-597, October, 1929.

## DIVISION OF JOURNALISM

## BUFORD OTIS BROWN:

The human element in efficient newspaper production: *Inland printer*, vol. 83, p. 65, January, 1930.

The legal right to refuse advertising: *California publisher*, vol. 9, p. 3, May, 1930.