

STANFORD UNIVERSITY BULLETIN

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DECEMBER, 1932

ANNUAL REPORT OF THE PRESIDENT
OF STANFORD UNIVERSITY

FOR THE FORTY-FIRST ACADEMIC YEAR
ENDING AUGUST 31, 1932

JUN 29 1932

THIS BEING THE TWENTY-NINTH 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

1932

REPORT OF THE PRESIDENT

To the Honorable Board of Trustees:

GENTLEMEN: I herewith submit my report as Acting President of the University for the academic year 1931-32.

ATTENDANCE

The total number of students registered for the year 1931-32 was 4,340, a decrease of 241 from that of the preceding year. There was a decrease of 130 in the number of new students entering the University. It is of interest to note that there was an increase in the number of students entering from junior colleges, the total from that source being 227, the largest number ever received in any one year. The number of degrees granted was 1,136, as against 1,204 last year. Of these, 377 were advanced degrees. The following table gives a summary of the enrolment in schools and departments:

School of Biological Sciences..	53	Germanic Languages	31
Anatomy	5	Romanic Languages	
Bacteriology	23	French	39
Botany	4	Spanish	35
Physiology	20	Slavic Languages	1
Pre-Medical	90	Lower Division	1,116
Zoölogy	54	School of Medicine.....	157
Graduate School of Business..	78	Pre-Clinical	31
School of Education		School of Physical Sciences	
Education	368	Chemistry	133
Graphic Art	18	Geology	62
School of Engineering.....	254	Mathematics	39
Civil	23	Physics	31
Electrical	38	School of Social Sciences.....	113
Mechanical	36	Economics	446
Military Science	1	Accountancy	30
Mining	22	Sociology	21
School of Hygiene and Physi- cal Education	15	History	170
School of Law.....	248	Journalism	54
School of Letters.....	2	Philosophy	24
Classical Literature	19	Political Science	201
English	129	Psychology	72
Public Speaking	27	Sociology	7
		Total	4,340

SCHEDULE I—Continued

ANALYSIS OF EXPENDITURES, YEAR ENDED AUGUST 31, 1932

INSTRUCTION AND RESEARCH, SCHOOLS AND DEPARTMENTS, EXPENDITURES, GROSS (Continued)	Total	Expense	Equipment to Capital
School of Law.....	\$ 83,374.03	\$ 83,374.03
School of Business Administration	\$ 61,918.08	\$ 61,918.08
School of Education	\$ 73,636.66	\$ 73,835.66	\$ -199.00
Journalism	\$ 11,433.58	\$ 11,433.58
Engineering Group			
Dean's Office	\$ 3,647.86	\$ 2,969.36	\$ 678.50
Civil Engineering	52,101.76	51,874.90	226.86
Electrical Engineering	29,281.24	29,209.24	72.00
Mechanical Engineering	61,238.29	58,127.04	3,111.25
Military Tactics and Science.....	4,395.49	4,395.49
Mining and Metallurgy	38,761.36	37,287.29	1,474.07
Geology	43,807.31	42,995.58	811.73
Total	\$ 233,233.31	\$ 226,858.90	\$ 6,374.41
Biological Group			
Bacteriology	\$ 32,467.81	\$ 31,484.39	\$ 983.42
Bacteriophage Research	2,726.50	2,726.50
Botany	26,781.70	26,753.90	27.80
Biology	20,906.32	20,811.07	95.25
Hopkins Marine Station, Pacific Grove.....	37,145.28	36,340.48	804.80
Zoology	32,244.95	32,244.95
Natural Sciences Museum	7,101.91	7,101.91
Anatomy	44,775.61	44,775.61
Physiology	36,766.77	32,132.72	4,634.05
Total	\$ 240,916.85	\$ 234,371.53	\$ 6,545.32
Languages, Ancient and Modern			
English	\$ 68,296.09	\$ 68,296.09
German	23,704.92	23,704.92
Classical Literature	25,916.51	25,916.51
Public Speaking	23,846.74	23,846.74
Romanic	41,490.20	41,490.20
Slavic	4,247.79	4,247.79
Total	\$ 187,502.25	\$ 187,502.25
History, Economics, and Political Science			
History	\$ 59,363.30	\$ 59,363.30
Economics	69,275.79	69,275.79
Political Science	29,929.24	29,929.24
Citizenship	16,119.73	16,119.73
Total	\$ 174,688.06	\$ 174,688.06

During the year 178 students were registered as majors in the School. Seventy-four were granted the A.B. degree, one the A.M. degree, and two the Ph.D. degree. The doctoral dissertations were in the Division of Sociology upon the following subjects: "The Cultural Cycle in Colonial Life: An Interpretation of Old Country Background on Maritime Province Development," by Gordon Dickie; and "The Educational Theories of Lester F. Ward," by Edward Everett Walker. The thesis for the A.M. degree was "The California Business Press" by Charles Elkins Rogers, in the Division of Journalism.

Three dinner meetings of the faculty of the School were held during the year for the discussion of academic matters and the reports of committees. The School voted to request the Executive Committee of the Academic Council to examine the method of election and the basis of representation of the members of the Graduate Study Committee and the continuance of the four-quarter system for the academic year. The constitution and by-laws of the School were reorganized and revised.

The Council of Research in the Social Sciences made a report on the results of the first five years of the awards of the Laura Spelman Rockefeller Memorial Fund. It is a pleasure to record that the Rockefeller Foundation has made an award of \$200,000 to the Council for continued studies during the next five years.

The reports of the constituent departments and divisions of the School will give the detail of work in the School.

EDWIN ANGELL COTTRELL
Chairman of the Executive Committee

CITIZENSHIP

The grant of the General Education Board for preparatory independent study in Lower Division courses made it possible to increase the staff of instructors in the course in problems of citizenship from six to ten for the year 1931-32. Each of the ten instructors had two sections of approximately twenty students and a group of ten or more special students carrying independent work within the course.

All students were required to attend the lectures in the course given by the following twenty-three members of the faculty: Henry S. Anderson (Economics), Thomas A. Bailey (History), Thomas S. Barclay (Political Science), W. G. Beach (Economics), Theodore H. Boggs (Economics), Harold Chapman Brown (Philosophy), Hugh M. Clokie (Political Science), Edwin A. Cottrell (Political Science), Elmer D. Fagan (Economics), Bernard F. Haley (Economics), Edward M. Hulme (History), Yamato Ichihashi (History), Eliot Jones (Economics), E. G. Martin (Physiology), Guido H. Marx (Mechanical Engineering), Eliot G. Mears (Graduate School of Business), A. W. Meyer (Anatomy), Jackson H. Ralston (Political Science), Charles N. Reynolds (Economics), Edgar E. Robinson

and throughout the year gave valuable assistance to graduate students of the department in the statistical treatment of research data.

After completing ten years of outstanding service at Stanford, Dr. Walter Miles resigned to accept a research professorship in psychology at Yale University. His leaving is a severe loss to the department.

LEWIS MADISON TERMAN
Professor of Psychology

DIVISION OF JOURNALISM

In the absence of Professor Buford O. Brown, on sabbatical leave for the year, and following the resignation of Instructor Thomas G. Irwin, Professor Everett W. Smith was joined on the teaching staff of the Division of Journalism by Professor Elmer J. Emig, head of the Department of Journalism at the University of Florida; Professor Charles E. Rogers, head of the Department of Journalism at Kansas State College; and Mr. O. H. Blackman, lecturer in the Department of Political Science, who supervised a course in advertising.

During the year Professor Brown served as visiting professor and acting head of the Department of Journalism at the University of Florida. He wrote leading articles for *Editor and Publisher* and for *Inland Printer* on newspaper-publishing problems. He spoke before the South Florida Press at its annual meeting, the Florida (State) Press Association, and the general session and daily departmental of the Texas Press Association. Professor Brown also served as chairman of a committee of the National Editorial Association to choose the best front page among papers submitted to that organization; and is serving now as a member of a committee for the Oklahoma Press Association in its better-newspaper contest. He made frequent visits to newspaper offices during the year, helping to familiarize himself with the best current practices. During the summer he served as acting head of the Division of Journalism at Stanford.

Mr. Blackman placed the division under still further obligations by contributing his services in organizing and supervising a course in advertising problems in the winter quarter, a course which is ordinarily offered by Professor Brown. Mr. Blackman arranged twenty-eight lectures, fifteen of them given by himself as a general background and the others presented as lecture-exhibits on specific details of practice by the following specialists, to whom the division wishes to express its deep appreciation: Carl F. Ohliger, of McCann Erickson, Inc., San Francisco; C. M. Seymour, Pacific Coast manager, Fuller and Smith and Ross, San Francisco; Wallace Boren, production manager, J. Walter Thompson, San Francisco; W. B. Geissenger, advertising manager, California Fruit Growers' Exchange, Los Angeles; R. L. Litchfield, advertising manager, *Call-Bulletin*, San Francisco; Morton Bailey, Pacific Coast manager, Curtis Publishing Company, San Francisco; Howard Willoughby, director of sales, Foster and Kleiser, San Francisco; Richard M. Budd, advertising manager, Pacific Railways Advertising Com-

pany, San Francisco; Warren Belknap, director of research, Youngs Advertising Agency, San Francisco; Mrs. Dorothy Frank, advertising manager, I. Magnin, San Francisco; Frances Todhunter, art director, McCann Erickson, Inc., San Francisco; Hartley E. Jackson, typographic designer, University Press, Stanford University; Edward K. Strong, Jr., professor of psychology, Stanford Graduate School of Business.

EVERETT WALLACE SMITH

Professor of Journalism

San Francisco with those in and about Los Angeles reveals that the northern institutions suffered an unusual drop due directly to the holding of the Olympic Games in the south.

There seems to be general agreement that the type of student at Stanford this summer was unusually high; there was greater seriousness of purpose, a desire to profit to the utmost from the scholastic and general opportunities afforded on the campus. Reports from other universities testify to the increasing earnestness of students in attendance during the summer period.

The drop in registration at Stanford was fairly evenly distributed between the graduate, upper-division, and lower-division students. There was a marked change this summer in the type of students enrolled in the School of Education, largely for the reason that the majority of the high-school teachers of this state have completed the additional work required for high-school certification. An unusually large percentage of students in this School were taking work leading toward advanced degrees.

Despite the travel expense involved in reaching here from other parts of the United States, it is striking to learn that the drop in registration came almost exclusively from residents of California. The number of out-of-state students for the summer quarters of 1931 and 1932 was almost identical. It is to be hoped that ways and means of attracting even more students from as wide a range as possible will be found, in spite of the handicaps of our national geographical location and a tuition fee that is high compared to that of other institutions.

Publicity.—The usual preliminary bulletin of the summer quarter was mailed early in December to selected addresses, including educational and public libraries, former students, superintendents of schools, and principals and teachers in junior colleges and high schools. Emphasis was laid this year on distribution in California and the Western and Pacific Coast states rather than states at a greater distance. A return card was inclosed, asking for a copy of the full summer quarter announcement to be issued in February, and this brought many direct requests in addition to the inquiries received by letter.

The *Stanford Daily* rendered a distinct service in its Summer Quarter issue, which appeared on May 23. During the summer the *Daily* appeared twice a week, on Tuesdays and Thursdays, editorial supervision resting with the School of Journalism and the business management with the usual student organization. This University paper is of great utility in keeping faculty and students advised of current events and carrying on worth-while Stanford traditions.

The Stanford University Weekly Calendar appeared on Fridays throughout the quarter.

Language tables.—Following the custom of previous years, a separate dining-room in the Stanford Union was provided for students of French and Spanish. The hostesses were teaching assistants in the Department of Romanic Languages, Madame Marie Olfierieff presiding over the French table, and Señorita Trinidad de Mora over the Spanish. A two-act play was given by this Spanish group on the night of July 10, in the court of the

TABLE IX (Continued)

	Ph.D.	M.D.	J.D.	LL.B.	Ed.D.	Engr.	M.B.A.	A.M.	A.B.
English: Public Speaking.....	9
Germanic Languages	1	3	5
Romanic Languages	1	10	14
School of Medicine	43
Pre-Clinical Sciences.....	34
School of Physical Sciences.....	1
Chemistry	7	10	27
Geology	1	7	14
Mathematics	1	6	10
Physics	1	3	7
School of Social Sciences.....	51
School of Social Sciences:									
Journalism	1	21
Sociology	2	2
Economics	4	6	203
Economics: Accountancy	1	9
Economics: Sociology	2	4
History	11	41
Philosophy	1	9
Political Science	3	16	64
Psychology	4	5	25
Totals	38	43	1	55	4	30	24	182	759

TABLE X

CLASSIFICATION OF DEGREES ACCORDING TO DATE OF GRADUATION

	Oct.	Jan.	Apr.	June	Total	Men	Women
Bachelor of Arts.....	82	86	102	489	759	645	114
Master of Arts.....	86	15	16	65	182	126	56
Master of Business Administration	2	..	22	24	24	..
Engineer	3	1	7	19	30	30	..
Doctor of Education.....	2	2	4	4	..
Bachelor of Laws	7	7	8	33	55	55	..
Juris Doctor	1	1	1	..
Doctor of Medicine.....	43	43	40	3
Doctor of Philosophy.....	12	3	2	21	38	35	3
Totals	193	114	135	694	1,136	960	176

JOHN PEARCE MITCHELL, *Registrar*

Takekoshi, Y. The economic aspects of the history of the civilization of Japan. 1930: *Pacific historical review*, vol. 1, p. 260-262, June, 1932.

CARL FREMONT BRAND:

Proceedings of the twenty-sixth annual meeting of the Pacific coast branch of the American historical association. (Secretary's report): *American historical association. Annual report*, 1930. vol. 1, p. 89-95.

Review of: Allyn, Emily. Lords versus Commons. A century of conflict and compromise, 1830-1930. New York, 1931: *Journal of modern history*, vol. 4, p. 139-140, March, 1932.

Gretton, R. H. A modern history of the English people: *Journal of modern history*, vol. 3, p. 662-663, December, 1931.

Pipkin, C. W. Social politics and modern democracies. 2 vols. New York, Macmillan company. 1931: *American historical review*, vol. 37, p. 803-804, July, 1932.

THOMAS ANDREW BAILEY:

California, Japan, and the alien land legislation of 1913: *Pacific historical review*, vol. 1, p. 36-59, March, 1932.

Guam under American rule: *Mid-Pacific*, vol. 43, p. 503-507, June, 1932.

DAVID HARRIS:

Bismarck's advance to England, January, 1876: *Journal of modern history*, vol. 3, p. 441-456, September, 1931.

HAROLD HENRY FISHER:

Russia and the Third international. Summary of Round table: *Institute of international relations. Proceedings*, vol. 8, p. 126-130, 1931.

JOURNALISM

BUFORD OTIS BROWN:

Selling advertising in the small city field: *Editor and publisher*, vol. 64, p. 22, April 30, 1932.

Value of creative ideas in selling advertising: *Ibid.*, vol. 65, p. 47, June 25, 1932.

Review of: National editorial association. Proceedings of the 46th convention: *Journalism quarterly*, vol. 8, p. 483, December, 1931.

PHILOSOPHY

HAROLD CHAPMAN BROWN:

Causality and the cosmos: *California. University. Publications in philosophy*, vol. 15, p. 41-66, May, 1932.

POLITICAL SCIENCE

EDWIN ANGELL COTTRELL:

The metropolitan water district of Southern California: *American political science review*, vol. 26, p. 695-697, August, 1932.