

X

11

**STANFORD UNIVERSITY BULLETIN**

SEVENTH SERIES, No. 3

DECEMBER 30, 1940

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

**FOR THE FORTY-NINTH ACADEMIC YEAR  
ENDING AUGUST 31, 1940**

**THIS BEING THE THIRTY-SEVENTH 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  
1940**

- Civil Aeronautics Authority, Washington, D.C., \$2,876.00 for training of civilian pilots.
- Sperry Gyroscope Company, Inc., Brooklyn, N.Y., \$21,955.44 for research on high frequency (Klystron Project).
- Western Electric Company, oscillators, motors, generators, condensers, plugs, jacks, resistors, coils, and transformers.

## SCHOOL OF SOCIAL SCIENCES

- Council of Research in the Social Sciences, \$80.33 from Professor David Harris from royalties from his book, *Britain and Bulgaria*. (Payment toward reimbursement of a grant advanced by the Council.)

## HISTORY

- National Society of The Colonial Dames of America, resident in the state of California, \$100.00 for essay contest in American Colonial History.
- Miss Emma L. Martin, of Princeton, New Jersey, \$100.00 for the Mabel Hyde Cory Scholarship; \$1,000.00 to the Mabel Hyde Cory Scholarship Endowment Fund.
- Mrs. Alfred B. Ayers, of Princeton, New Jersey, \$50.00 for the Mabel Hyde Cory Scholarship; \$1,000.00 to the Mabel Hyde Cory Scholarship Endowment Fund.

## DIVISION OF JOURNALISM

- Books, reports and papers were presented by the following: Mr. Ralph F. Brett, Hammer and Coffin Society, Mr. Clarence R. Lindner, Mr. Norris James, Mr. Miller Holland, Mr. Robert McAndrews, Mr. Templeton Peck, Mr. E. T. Raleigh, Mr. Howard E. Roberts, Sigma Delta Chi, Mr. Philip J. Sinnott.

## POLITICAL SCIENCE

- To the West Memorial Library: four table lamps from the Pi Sigma Alpha, honorary Political Science Fraternity; books from Carnegie Endowment for International Peace, Professor P. W. Buck, Professor E. A. Cottrell, Professor Graham Stuart, Professor Walter Thompson.

## PSYCHOLOGY

- George Davis Bivin Foundation, Inc., Cleveland, Ohio, \$300.00 for the George Davis Bivin Fellowship.
- Carnegie Corporation of New York, \$10,000.00 for support of a follow-up of the study of gifted children, under the direction of Professor Lewis M. Terman.
- National Research Council, Committee for Research in Problems of Sex, Washington, D.C., \$765.00 for Professor C. P. Stone's research on the psychobiology of sex in man and other mammals; \$2,944.46 for Professor L. M. Terman's research on psychobiological characteristics of sex.

## SCHOOL OF SOCIAL SCIENCES

The Executive Committee of the School of Social Sciences consisted of Harold Chapman Brown, Philip W. Buck (secretary), Chilton Rowlette Bush, Edwin Angell Cottrell (chairman), Bernard Francis Haley, Charles Nathan Reynolds (adviser of students), Edward Kellogg Strong, and Payson Jackson Treat. During Mr. Cottrell's absence, Mr. Haley was acting chairman in the autumn and winter quarters, and Mr. Buck in the summer quarter. Mrs. Fay H. Jones continued as secretary of the School.

During the year, 325 students were registered as majors in the School, of whom 6 took at least one quarter of graduate work. The Bachelor of Arts degree was granted to 124 students, of whom 2 graduated with great distinction and 9 with distinction. Eight of the social science graduating seniors were elected members of Phi Beta Kappa. The degree of Master of Arts was conferred on Shao Nan Chen, whose thesis was entitled "The Changing Family in Modern China." Information regarding the Divisions of Journalism and Sociology will be found in their individual reports.

Three courses were offered during the year under the auspices of the School. In the winter quarter one student registered for "The Economics of Public Health and Medical Care," in which he worked in the materials in the Ray Lyman Wilbur Collection on Social Problems, under the direction of President Wilbur and Mrs. Inez Richardson.

The course in "Personal Problems in Modern Society" was offered again during the winter quarter to 112 students, with Mr. Joel V. Berreman as co-ordinator. Rather than limit the enrolment, as had been done during the two previous years, the committee in charge of the course decided to admit all seniors who applied. Since this course has now been financed, it will be offered again in the next academic year.

The course in "Introduction to Social Problems" was offered again through the three quarters, with the following registration: autumn, 95; winter, 83; spring, 80. The faculty committee in charge of the course consisted of Professors Reynolds (chairman), Haley, and Thompson. The staff which offered the course included Messrs. Berreman, Bruce, and Lynn, with Mr. Hanger substituting for Mr. Berreman in the autumn quarter.

During the year the Executive Committee of the School took action to make it impossible for students with consistently poor averages to remain as social science majors. The first step was to decide to refuse admission as social science majors to students from other departments or schools with an average lower than C in all social science courses. The second action taken was that of refusing to allow poor students to continue as majors, after appropriate warning as to the necessity for improving their scholastic standing in social sciences. Unless these students had an excessively low average they were given at least three quarters in which to show improvement before being requested to seek other majors.

At the annual meeting of the faculty of the School in May, Professors Bush, Cottrell, Hall, and Reynolds were elected to the Executive Committee, and Professor Fairman was elected secretary.

EDWIN ANGELL COTTRELL

*Chairman of the Executive Committee*

California Institute of Technology on "Psychological Factors in Personnel Management"; on February 9, the freshman Y.M.C.A. group at the Institute on "Compensations"; on February 29, the sophomore Y.M.C.A. group on "The Psychological Nature of Fear"; on March 6, the Faculty Womens Club at the California Institute of Technology on "Compensations." During his stay at the Institute, Dr. Ross pursued research in the psychophysiology of vision in the Kirchoff Biology Laboratories, and acted as psychological consultant to the students of the Institute.

As research associate on the staff of the Pasadena Playhouse School of the Theater, Dr. Ross gave a series of lectures on "The Psychology of Characterization," and pursued his research on the personality characteristics of actors.

Dr. Ellson developed a method of producing hallucinations in normal subjects by means of sensory conditioning, and conducted experiments in this field. In conjunction with Dr. Ross, he co-operated with Professor Gardner Murphy of Columbia University in an experiment on card-guessing and clairvoyance. Library research was begun on the topic, "Errors in Observation and the Reports of Observation," and criticisms of two experiments on extra-sensory perception were undertaken. A paper entitled, "Sensory Conditioning" was given at the meetings of the Western Psychological Association in Los Angeles. Two articles were prepared for publication.

LEWIS MADISON TERMAN  
*Professor of Psychology*

#### DIVISION OF JOURNALISM

The staff of the Division of Journalism for 1939-40 consisted of Chilton R. Bush, professor; Clifford F. Weigle, assistant professor; Charles M. Hulten (University of Oregon), acting assistant professor; Rex Hardy, Jr. (spring), James C. Nute (winter and spring), Richard A. Russell (winter), and Neal Van Sooy (spring), lecturers.

Class enrolment, exclusive of practice courses, was 501. The number of major students was 71, of whom 8 were graduate students. The Bachelor's degree was granted to 26 and the Master's degree to 4. Since 1933-34, class enrolment has increased 70 per cent, the number of majors 92 per cent, and the number of degrees granted 100 per cent.

The demand for Stanford men by California newspapers and the press associations has continued undiminished. All Stanford men received employment as they were graduated during the year.

The division sponsored the following conferences on the campus: the annual midyear Editors' Conference (sponsored jointly with the California Newspaper Publishers Association); the sixteenth annual convention of the Central California Scholastic Press Association; a conference of Central California Junior College Students and Instructors; and the biennial conference of Pacific Coast Teachers of Journalism.

Mr. Bush served as chairman of the National Council on Research of the American Association of Schools and Departments of Journalism; on a research committee of the Institute of Pacific Relations; as a member of the Personnel Research Committee of the American Association of Schools and Departments of Journalism; as a member of the Research Committee and as national vice-president of Sigma Delta Chi, professional journalism society; and as vice-chairman of the section on "Propaganda" of the Commonwealth Club.

He addressed the Stanford Alumni Conference, a study section of the Commonwealth Club, and the annual short course in public relations held at Stanford. He was a member of the University Committee on Teacher Training, continued service on the Executive Committee of the School of Social Sciences, served on the Advisory Committee of the Stanford Alumni Association, and was chairman of the Committee on Information of the Fiftieth Anniversary Celebration. He was director of publicity in the autumn, winter, and summer quarters, and co-operated with the program of Stanford Associates and the Stanford Fund.

Mr. Bush completed a revision of *Newspaper Reporting of Public Affairs*, which came from the press in January. In the autumn quarter he conducted an experiment in local opinion polling which has supplied the basis for a new technique of reporting by newspapers in Pittsburgh, Portland, Philadelphia, San Francisco, and several smaller California cities. During the spring quarter he conducted a circulation and a reader-interest survey for the *Portland Oregonian*.

Mr. Weigle was director of publicity in spring quarter, and continued as chairman of the Committee on University Radio and as a member of a special committee on University radio policy. He directed the convention of the Central California Scholastic Press Association, served as chapter adviser to Alpha Delta Sigma, national advertising society, and as treasurer of the Northern California Alumni Chapter of Sigma Delta Chi. He addressed the annual midyear Editors' Conference, the East Bay Stanford Club, and the Stockton Lions' Club.

Mr. Van Sooy conducted three courses during spring quarter. In January he was elected president of the California Newspaper Publishers' Association. He also served as president of the Los Angeles Chapter of Sigma Delta Chi. During the year he addressed meetings of the Oregon Press Association, the Nevada Press Association, and the Newspaper Association Managers (in Chicago), as well as numerous meetings in southern California communities.

Mr. Russell conducted a project in winter quarter in co-operation with the California Consumer Corporation of Los Angeles, the class preparing a campaign for the marketing of Harvey's Fresh Frozen Cooked Foods which will form the basis of a pioneer campaign in the marketing of a new product. This was the fourth project conducted in co-operation with a Pacific Coast manufacturer of a new product. In numerous instances the copy prepared by the class has appeared in national magazines as well as in newspapers and the trade press.

Robert F. Wilcox and Dan E. Clark II were fellows during the year.

Mr. Wilcox was reappointed for 1940-41, and Mr. Clark has established a research agency.

George R. Rinehart, of West Virginia University, was appointed acting assistant professor for 1940-41 and Dr. Raymond D. Lawrence, chief editorial writer for the *Oakland Tribune*, was appointed lecturer for autumn quarter to conduct a graduate seminar in "Techniques of Propaganda."

CHILTON R. BUSH  
*Professor of Journalism*

---

TABLE VIII (*Concluded*)

	No. of Students 1937-40	Percentage Satis- factory	Grade- Point Rating
<i>British Columbia</i>			
Ladner High School .....	1	100	2.70
Shawnigan Lake School .....	3	100	2.76
Strathcona Lodge .....	1	100	2.43
Vancouver: Crofton House School .....	1	100	3.07
Prince of Wales High School.....	1	100	2.65
<i>Ontario</i>			
Ottawa: Lisgar Collegiate Institute .....	1	100	2.96
<i>China</i>			
Shanghai American School .....	2	100	2.68
Tientsin Grammar School .....	1	100	3.05
<i>Cuba</i>			
Santiago: Colegio de Dolores .....	1	100	2.83
<i>England</i>			
Cheltenham College .....	1	100	3.00
Harrow-on-the-Hill: Harrow School .....	1	100	3.15
London: North London Collegiate School.....	1	100	3.51
<i>Japan</i>			
Tokyo: American School in Japan.....	2	100	2.08
<i>Korea</i>			
Pyongyang Foreign School .....	1	100	2.98
<i>Mexico</i>			
San Luis Potosi: American School Foundation...	1	Leave	....
<i>Peru</i>			
Lima: Colegio Nacional de Nuestra Sra. de Guadalupe .....	1	100	2.40
<i>Philippine Islands</i>			
Manila: American School .....	3	67	1.87
Central High School .....	1	0	1.78
<i>Switzerland</i>			
Geneva: École Internationale .....	1	100	2.38

TABLE IX

## DEGREES GRANTED, 1939-40

	Ph.D.	M.D.	LL.M.	LL.B.	Ed.D.	Engr.	M.B.A.	A.M.	A.B.
School of Biological Sciences..	7	..	..	..	..	..	..	8	20
Anatomy .....	..	..	..	..	..	..	..	..	1
Bacteriology and Experimen- tal Pathology .....	..	..	..	..	..	..	..	4	..
Basic Medical Sciences .....	..	..	..	..	..	..	..	..	69
Physiology .....	..	..	..	..	..	..	..	1	..
School of Business .....	..	..	..	..	..	..	90	..	..
School of Education .....	3	..	..	..	10	..	..	..	..
Education .....	..	..	..	..	..	..	..	46	22
Education: Graphic Art .....	..	..	..	..	..	..	..	..	16
Education: Hygiene and Physical Education .....	..	..	..	..	..	..	..	5	..
School of Engineering .....	..	..	..	..	..	..	..	..	89
Civil Engineering .....	1	..	..	..	..	6	..	..	..
Electrical Engineering .....	2	..	..	..	..	12	..	..	..

TABLE IX (Concluded)

	Ph.D.	M.D.	LL.M.	LL.B.	Ed.D.	Engr.	M.B.A.	A.M.	A.B.
Engineering Chemistry .....						1			
Mechanical Engineering .....	1					5			
Mining Engineering .....						6			
School of Law .....		1	42						
Pre-Legal Curriculum .....									9
School of Letters .....									5
Classics .....									2
English .....	4							6	19
English: Speech and Drama .....								3	29
Germanic Languages .....	2							1	6
Romanic Languages .....	1							4	18
School of Medicine .....		55							
Nursing Curriculum .....									8
School of Physical Sciences .....									
Chemistry .....	8							30	34
Geology .....	1							2	15
Mathematics .....	2							2	4
Physics .....	1								3
School of Social Sciences .....								1	124
Economics .....	1							3	109
Economics: Accountancy .....									3
Economics: Sociology .....								1	
History .....	5							10	44
Journalism .....								4	26
Philosophy .....									6
Political Science .....	1							7	94
Psychology .....	2							4	26
Sociology .....	1							4	14
<b>Total</b> .....	<b>43</b>	<b>55</b>	<b>1</b>	<b>42</b>	<b>10</b>	<b>30</b>	<b>90</b>	<b>146</b>	<b>815</b>

TABLE X

SUMMARY OF DEGREES GRANTED, 1939-40

	September	January	April	June	Total	Men	Women
Bachelor of Arts .....	50	57	63	645	815	559	256
Master of Arts .....	48	18	9	71	146	102	44
Master of Business Administration .....	11	2	18	59	90	90	
Master of Education .....							
Engineer .....	3	1	3	23	30	30	
Doctor of Education .....	2	2	4	2	10	8	2
Bachelor of Laws .....	2	2	8	30	42	40	2
Master of Laws .....				1	1	1	
Doctor of Medicine .....				55	55	53	2
Doctor of Philosophy .....	14	12	4	13	43	37	6
<b>Total</b> .....	<b>130</b>	<b>94</b>	<b>109</b>	<b>899</b>	<b>1,232</b>	<b>920</b>	<b>312</b>

JOHN PEARCE MITCHELL, Registrar



## LYNN TOWNSEND WHITE, JR.:

Technology and invention in the Middle ages: *Speculum*, 15: 141-159, April, 1940.

Advisory board: *Speculum*. Boston, Mass.

## MATTHEW BOWMAN EVANS, JR.:

Inventory of materials to be found in the laboratory: *Stanford social education investigation. Bulletin* no. 3, October, 1939. 78 p. Mimeographed.

The role of history in general education: *Ibid.*, no. 7, January, 1940. 19 p. Mimeographed.

The use of artistic materials in social education: *Ibid.*, no. 11, July, 1940. 38 p. Mimeographed.

## GEORGE HARMON KNOLES:

Review of: McWilliams, C. Factories in the field: the story of migratory farm labor in California. 1939: *Pacific northwest quarterly*, 31: 106-108, January, 1940.

## HENRY MILLER MADDEN:

Editor: The diary of John Paget, 1849: *Slavonic yearbook*, 19: 237-264, 1939-1940.

## HARRY N. M. WINTON:

Editor: William T. Newby's diary of the emigration of 1843: *Oregon historical quarterly*, 40: 219-242, September, 1939.

## JOURNALISM

## CHILTON ROWLETTE BUSH:

Local opinion poll experiment offers idea for small newspapers: *California publisher*, 19: 10, December, 1939.

Newspaper reporting of public affairs ... New and enl. ed. New York, D. Appleton-Century company, 1940. 455 p.

Opinion polls for small dailies tested on coast: *Editor and Publisher*, 72: 10, November 25, 1939.

Review of: Bent, S. Newspaper crusaders, a neglected story. 1939: *Journalism quarterly*, 16: 372, December, 1939.

## CLIFFORD FRANCIS WEIGLE:

Ad class gives reasons for major appropriations to newspapers: *California publisher*, 19: 12, April, 1940.

Review of: Ameringer, O. If you don't weaken. 1940: *Oakland tribune*, June 23, 1940, p. 4B.

Review of: Benjamin, R. S. The inside story. 1940: *Ibid.*, May 5, 1940, p. 4B.

Review of: Bent, S. Newspaper crusaders, a neglected story. 1939: *California publisher*, 19: 24, January, 1940.

## CHARLES MORRIS HULTEN:

The right to privacy in California: *Journalism quarterly*, 17: 133-138, June, 1940.