

# Ford Foundation records, Associate Director & Vice President, Office Files of William McPeak

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English

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Rockefeller Archive Center

15 Dayton Avenue Sleepy Hollow 10591

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#### **Summary Information**

**Repository:** Rockefeller Archive Center

**Creator - aut:** McPeak, William Wallace

**Creator:** Ford Foundation

**Title:** Ford Foundation records, Associate Director & Vice President, Office

Files of William McPeak

**ID:** FA704

**Date [inclusive]:** 1950-1964

**Physical Description:** 3.8 Cubic Feet

Language of the

**Material:** 

English

**Abstract:** The Office Files of William McPeak provide a partial record of

his activities as Associate Director and, later Vice President, at the Ford Foundation between 1950-1964. The files have been in the

Foundation Archives since the 1970s. It was not possible to reconstruct the original order of the files because, at some point, the Office Files were reorganized. Evidence of this is the placement of items in folders bearing titles which are different from the notation written on the upper right-hand corner of the item. For example, letters marked "Consultants - Fels, Wm. C." were refiled under "CEEB." For this reason the processor imposed an artificial order and created series.

#### **Preferred Citation**

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# **Biographical / Historical**

William McPeak was an Assistant Director of the Study for the Ford Foundation on Policy and Program from 1948-1950. Between 1953 and 1964 he held the following administrative positions at the Ford Foundation:

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• 1962-64 Vice President Office of Policy Planning • 1955-62 Vice President Administration • 1954 Acting President • 1953-1955 Associate Director Education, Behavioral Sciences

William McPeak was born August 4, 1908. He received his Bachelor of Science degree in 1933 from George Washington Evening school (Washington, DC). Prior to his career at the Ford Foundation, Mr. McPeak held the following positions:

• 1950-53, Executive Director, Ford Motor Company Fund • 1948, Executive Assistant, Hoover Commission, Medical Manpower Subcommittee • 1948, Study Director, American Heart Association • 1948, Associate, Raymond Rich Associates, Public Relations • 1946-48, Study Director, Association for the Aid of Crippled Children • 1941-45, Chief of Development Section, United States War Department, Information and Education Division • 1940-41, Associate Agricultural Program Analyst, United States Department of Agriculture • 1929-34, Correspondent, Partner, Washington Press Service

His publications include the articles, "Problems of Field Management in Army Opinion Research" for the Journal of the American Statistical Association, "Pediatricians' Views Concerning Problems of the Handicapped" in the Journal of the American Academy of Pediatrics, and the chapter "Scholarships and Fellowships" in the book, Manual of Corporate Giving, edited by Beardsley Ruml.

Mr. McPeak died on March 31, 1964.

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#### **Scope and Contents**

The Office of the Associate Director/Vice President Office Files of William McPeak consist of 4.25 linear feet of correspondence and inter-office memoranda. These files give an incomplete documentation of some of the activities of William McPeak in the administration of the Ford Foundation and in the Program areas of education and behavioral science.

The research strength of these files is two-fold: the documentation of Mr. McPeak's formulation of policy, and his role in implementing it at the Ford Foundation in its first decade. Correspondence in Series I, Administration, is especially rich in this respect. There is a very small amount of correspondence from Mr. McPeak's tenure at the Ford Motor Company Fund where he worked in their scholarship program.

There is a limited amount of hard information in Mr. Peak's files; it is suggested that the researcher use these records in conjunction with other Foundation Holdings. Some topics mentioned in the files include: educational television, release time for faculty for educational television programming, the University of Chicago Law School grant, the Foundation's public relations efforts, the college grants program, juvenile delinquency, and the relationship between the Foundation and its intermediaries--including grantees and Funds. Correspondents include: Paul Bixler, Dyke Brown, Fred Cole, H. Rowan Gaither, Earl Newsom, Beardsley Ruml, William C. Fels, Milton Katz, Paul Lazarsfeld, and W. McNeil Lowry. There is no correspondence with the following institutions: American Council on Education, American

Library Association, College Entrance Examination Board, Library of Congress, National Social Welfare Assembly, and the Social Science Research Council.

The files do not include Mr. McPeak's records of the Study for the Ford Foundation on Policy and Program (Study Committee) or the records of the 1955 special appropriations for raising faculty salaries, for medical schools, and for private hospitals. Much of this information is available elsewhere in the Archives.

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#### Arrangement

The Office of the Associate Director/Vice President Office Files of William McPeak have been divided into four series:

I. Administration II. Program Area IV: Education in a Democratic Society III. Program Area V: Individual Behavior and Human Relations IV. Program Areas I, II, and III

Within each series the files are arranged alphabetically.

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#### **Administrative Information**

#### **Publication Statement**

Rockefeller Archive Center

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URL: http://www.rockarch.org

#### **Conditions Governing Use**

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The Rockefeller Archive Center has authority to grant permission to cite and publish material from the collection for scholarly purposes. Permission to publish extensive excerpts, or material in its entirety, will be referred to the Ford Foundation.

#### **Immediate Source of Acquisition**

Ford Foundation archive was deposited at RAC in 2011. Ford Foundation records, correspondence, reports, program files and officers papers were transferred to, and accessioned by, RAC beginning in 2011. Accessions continue as necessary.

#### **Conditions Governing Access**

Records more than 10 years old are open for research with select materials restricted as noted. Brittle or damaged items are available at the discretion of RAC.

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#### **Related Materials**

#### **Separated Materials**

Speeches, articles, and reports by staff and consultants relating to Ford Foundation activities were removed from Mr. McPeak's office files and transferred to the appropriate record groups. A cross-reference sheet was inserted for each removed item. Removed reports and articles are listed in Appendix A, and removed speeches are listed in Appendix B.

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### **Physical Characteristics and Technical Requirements**

Materials requiring specialized equipment for access (film, audio, video, slides) may be restricted from scholarly research dependent on availability of the applicable equipment.

Brittle or damaged items, or materials otherwise in need of preservation care, may be restricted from scholarly research at the discretion of the RAC Head of Archival Services/RAC Head of Reference.

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# **Collection Inventory**

#### Administration, 1950-1964 (1954-1956)

#### Arrangement

Series I, Administration, consists of correspondence and inter-office memoranda and is divided into the following five subseries:

A. Organization and Policy B. Program Committee C. Congressional Investigation D. Correspondence E. Speeches and Writings

Each subseries is arranged alphabetically. Within each folder items are in reverse chronological order.

#### **Organization and Policy**

Title/Description	Instances	
Annual Report, 1954-1955	box 1	folder 1
Background Information Statement, 1954 July 14	box 1	folder 2
By-Laws, 1955	box 1	folder 3
Consultants, n.d., 1953-1954	box 1	folder 4
Docket, 1953 October 23	box 1	folder 5
Financial - Financial, 1953-1955	box 1	folder 6
Financial - Grant Estimates, 1956-1957	box 1	folder 7
Financial - Internal Revenue Code, 1954	box 1	folder 8
Ford Foundation Relationship with Intermediaries, 1954-1955	box 1	folder 9
Ford Foundation Releases, 1954 June - August	box 1	folder 10
Memoranda (misc.), 1953-1956	box 1	folder 11
Office of Reports, 1954-1955	box 1	folder 12
Personnel, n.d., 1954-1956	box 1	folder 13
Principles and Policies of the Ford Foundation, 1953-1955	box 1	folder 14
Program Areas, 1955 August - September	box 1	folder 15
Program Jurisdiction, 1955-1956	box 1	folder 16
Program Planning Conference, 1958	box 1	folder 17
Public Relations Problems and Policies, 1956 June	box 1	folder 18
Research Department, 1956 June	box 1	folder 19
Small Grants Program, 1953-1957	box 1	folder 20

Trustees, n.d., 1949-1954	box 1	folder 21	
Program Committee			
Title/Description	Instances		
1954 January 12	box 1	folder 22	
1954 August 19	box 1	folder 23	
1954 November 16	box 1	folder 24	
1955 February 15	box 1	folder 25	
1955 June 14	box 1	folder 26	
<b>Congressional Investigations</b>			
Title/Description	Instances		
Elliott Committee - Government Research Grants, 1963-1964	box 1	folder 27	
Patman Investigation of Foundations/Treasury Report, 1964-1965	box 1	folder 28	
Reece Committee Investigation of Tax-Exempt Foundations - Correspondence, 1954-1955	box 1	folder 29	
Reece Committee Investigation of Tax-Exempt Foundations - Press Summaries, 1954-1955	box 1	folder 30	
Reece Committee Investigation of Tax-Exempt Foundations - Summaries of Testimony and Status Reports, 1954	box 1	folder 31	
General Correspondence			
Title/Description	Instances		
Aid of Crippled Children, Association for the, 1954-1956	box 2	folder 32	
American Institute for Public Opinion [Gallop], 1955-1956	box 2	folder 33	
Bender, W.J., [?] September 10	box 2	folder 34	
Bixler, Paul, 1950-1957	box 2	folder 35	
Brown, Dyke, 1952-1957	box 2	folder 36	
Burdine, J. Alton, 1954-1955	box 2	folder 37	
C1953-1954	box 2	folder 38	
Carnegie Corporation of New York, 1951-1956	box 2	folder 39	
Carroll, T.H., 1954-1956	box 2	folder 40	
Clark, Grenville, 1954	box 2	folder 41	
Cole, Fred, 1954-1955	box 2	folder 42	
Cravath, Swaine & Moore, 1953-1954	box 2	folder 43	

Corning Glass Works Foundation, 1953-1954	box 2	folder 44
D1953-1957	box 2	folder 45
Dollard, John, 1951-1953	box 2	folder 46
E1955-1956	box 2	folder 47
Eells, Richard, 1953-1956	box 2	folder 48
F1954-1955	box 2	folder 49
Flexner, Abraham, 1954-1956	box 2	folder 50
Ford Motor Company Fund, 1950-1953	box 2	folder 51
G1951	box 2	folder 52
Gaither, H. Rowan, 1950-1956	box 2	folder 53
Gladieux, Bernard, 1950-1953	box 2	folder 54
Heald, Henry T., n.d., 1957-1959	box 2	folder 55
Henry, David D., 1957 August 17	box 2	folder 56
Jaffe, A.J., 1955	box 2	folder 57
K1955	box 2	folder 58
Kansas City Association of Trusts and Foundations, 1951-1957	box 2	folder 59
Larson, Roy, 1955 January 18	box 2	folder 60
Lowry, W. McNeil, 1953-1954	box 2	folder 61
Lyons, Russell, 1956	box 2	folder 62
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N1954-1956	box 2	folder 64
National Citizens Committee for the Public Schools, 1955	box 2	folder 65
National Industrial Conference Board, 1955 October 17	box 2	folder 66
National Voluntary Health Agencies, 1958-1961	box 2	folder 67
Newsom, Earl - Public Relations Counsel, 1954	box 2	folder 68
Odegard, Peter, 1955 February 8	box 2	folder 69
P1955-1961	box 2	folder 70
Price, Don, 1954-1957	box 2	folder 71
R1955-1957	box 2	folder 72
Rockefeller Foundation, 1953-1957	box 2	folder 73
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Russell Sage Foundation, 1954-1956	box 2	folder 75

S1950-1957	box 2	folder 76	
Social Science Research Council, 1953-1955	box 2	folder 77	
Spencer, Lyle, 1954-1957	box 2	folder 78	
Stalnaker, John M., 1953-1955	box 2	folder 79	
Texas, University of, 1955 July	box 3	folder 80	
U.S. Steel, 1953-1955	box 3	folder 81	
Vassar College, 1955 February 11	box 3	folder 82	
White, Helen C., 1954 August 6	box 3	folder 83	
Whitney Foundation, 1950-1954	box 3	folder 84	
Young, Robert, 1955 November 14	box 3	folder 85	
Zuckert, Eugene M., 1954 October 18	box 3	folder 86	

# **Speeches and Writings**

Title/Description	Instances	
"Manual of Corporate Giving" Correspondence, 1951-1956	box 3	folder 87
"The Small Frantic Voice of the Patient" Stanford Medical Center Dedicatory Exercises, 1959 May - September	box 3	folder 88
"The Small Frantic Voice of the Patient" Reprint of Speech Correspondence, 1960	box 3	folder 89

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# Program Area IV: Education in a Democratic Society, 1952-1959 (1954-1956)

#### Arrangement

Series II consists of correspondence and inter-office memoranda. It is organized alphabetically; within each folder items are arranged in reverse chronological order.

Title/Description	Instances		
Administrative Internship Program, 1955	box 4	folder 90	
American Alumni Council, 1955-1956	box 4	folder 91	
American Association for the Advancement Science, 1956 November 30	box 4	folder 92	
American Association of Land Grant Colleges, 1955-1956	box 4	folder 93	
American Council on Education - American Council on Education, 1954-1956	box 4	folder 94	
American Council on Education - Committee on Television, 1956	box 4	folder 95	

American Geographical Society, 1955-1959	box 4	folder 96
American Historical Association, 1957 January 11	box 4	folder 97
American Library Association, 1953-1956	box 4	folder 98
Association of American Colleges, 1955-1956	box 4	folder 99
Association of Graduate Schools, 1956	box 4	folder 100
Atlanta University, 1955	box 4	folder 101
Budget, 1954-1957	box 4	folder 102
Bundy, McGeorge, 1955 December 30	box 4	folder 103
Centers for Oriental Studies, 1959 April - June	box 4	folder 104
Chicago, University of - Chicago, University of, 1954-1957	box 4	folder 105
Chicago, University of - Center of Chinese Studies, 1954-1955	box 4	folder 106
Chicago, University of - Education, Graduate School of, 1954 March	box 4	folder 107
Colgate University, 1953 November	box 4	folder 108
College Entrance Examination Board, 1953-1957	box 4	folder 109
College Grants Program - College Grants Program, 1957-1962	box 4	folder 110
College Grants Program - Adjustments in Grants to Institutions with Contributed Services (Catholic), 1957	box 4	folder 111
Correspondence - Council for Financial Aid to Education, 1955	box 4	folder 112
Correspondence - Cravath, Swaine & Moore, 1955-1956	box 4	folder 113
Correspondence - Fund Raising Associations, 1955-1957	box 4	folder 114
Correspondence - General, 1955-1958	box 4	folder 115
Correspondence - Price Waterhouse, 1955-1956	box 4	folder 116
Correspondence - Regional Accrediting Associations, 1955	box 4	folder 117
Educational Testing Service, 1955-1956	box 4	folder 118
Ineligible Institutions, 1955	box 4	folder 119
Inquiries re Investment of Grants, 1956-1957	box 5	folder 120
Problems of Eligibility, n.d.	box 5	folder 121
Proration Cases (Private-Public Control), 1956	box 5	folder 122
Questionnaire - First, 1955 July	box 5	folder 123
Questionnaire - Second, Pretest, 1956	box 5	folder 124
Questionnaire - Second, Catholic, 1956	box 5	folder 125
Questionnaire - Second, Non-Catholic, 1956	box 5	folder 126

Questionnaire - Follow-up Report Sheets, 1956	box 5	folder 127	
College Investment Trust - Expenses, 1954-1955	box 5	folder 128	
College Investment Trust - Prospectus and Correspondence, 1954-1955	box 5	folder 129	
College Student Loans, 1957-1958	box 5	folder 130	
Columbia University, 1955 February - March	box 5	folder 131	
Commission on Television, 1955	box 5	folder 132	
Council on Financial Aid to Education, 1953-1957	box 5	folder 133	
Council on Library Resources, 1955-1959	box 5	folder 134	
Dartmouth College, 1953-1956	box 5	folder 135	
Detroit, University of, 1955 April 21	box 5	folder 136	
Dillard University, 1954 August 3	box 5	folder 137	
DuPont de Nemours & Co., 1954-1957	box 5	folder 138	
ETV - Ames, Iowa, 1955 September	box 5	folder 139	
ETV - Boston (MA) WGBH, 1955-1957	box 5	folder 140	
ETV - Chicago, 1955 June	box 5	folder 141	
ETV - Correspondence, 1955-1957	box 5	folder 142	
ETV - Detroit, 1955-1956	box 5	folder 143	
ETV - East Lansing, 1955 July - October	box 5	folder 144	
ETV - Educational Television & Radio Center, 1955	box 5	folder 145	
ETV - Educational Television & Radio Center, 1956-1957	box 5	folder 146	
ETV - Elliot, William Y., 1955 June - September	box 5	folder 147	
ETV - Fund for Adult Education, 1955-1956	box 5	folder 148	
ETV - Harvard Summer School Meeting, 1956 June - July	box 5	folder 149	
ETV - Houston, 1956 June - July	box 5	folder 150	
ETV - Kansas City, 1955 September	box 5	folder 151	
ETV - Lazarsfeld Study, 1955	box 5	folder 152	
ETV - Minneapolis, 1955 June - July	box 5	folder 153	
ETV - National Association of Educational Broadcasters, 1955-1956	box 5	folder 154	
ETV - National Citizens Committee on Educational TV, 1955 June - December	box 5	folder 155	
ETV - New Orleans, 1955-1956	box 5	folder 156	

ETV - Overseas Report, 1956-1957	box 6	folder 157
ETV - Pittsburgh, 1955-1956	box 6	folder 158
ETV - Released Time for Faculty, 1956	box 6	folder 159
ETV - Released Time for Inquiries, 1956-1957	box 6	folder 160
ETV - San Francisco, 1955-1956	box 6	folder 161
ETV - St. Louis, 1955-1956	box 6	folder 162
ETV - Seattle, 1955-1956	box 6	folder 163
ETV - Staff Memos, 1955	box 6	folder 164
ETV - Washington Compact, 1955 October - November	box 6	folder 165
ETV - Washington, DC, 1956 January 9	box 6	folder 166
ETV - Winston-Salem and Chapel Hill, 1955 September 7	box 6	folder 167
Educational Testing Service, 1953-1956	box 6	folder 168
Emeriti Census, 1955-1957	box 6	folder 169
Experimental Scholarship Program, 1955 September - October	box 6	folder 170
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Folger Shakespeare Library, 1954-1955	box 6	folder 172
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Fund for Adult Education - Educational Television, 1954	box 6	folder 174
Fund for Adult Education - Policy and Grant Correspondence, 1953-1954	box 6	folder 175
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The Fund for the Advancement of Education - Correspondence, 1953	box 6	folder 179
The Fund for the Advancement of Education - Correspondence, 1954	box 6	folder 180
The Fund for the Advancement of Education - Correspondence, 1955	box 6	folder 181
The Fund for the Advancement of Education - Documents Concerning \$25M Grant, 1954 February	box 6	folder 182
The Fund for the Advancement of Education - Fellowships, 1954	box 7	folder 183
The Fund for the Advancement of Education - Financing College Education of Faculty Children, 1953 November 7	box 7	folder 184

The Fund for the Advancement of Education - History, Scope and Program Statements, 1954	box 7	folder 185
The Fund for the Advancement of Education - Keppel Proposal, 1956 February 28	box 7	folder 186
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Harvard University - Education, Graduate School of, 1952-1956	box 7	folder 188
Harvard University - General, 1954-1956	box 7	folder 189
Historical Review of Program Area IV, 1956 September 21	box 7	folder 190
Illinois, University of, 1954-1957	box 7	folder 191
Intercultural Publications - Confluence, 1953 October	box 7	folder 192
Intercultural Publications - Relationship with, 1953 October	box 7	folder 193
Intercultural Publications - Perspectives, 1953-1955	box 7	folder 194
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Library of Congress, 1955-1957	box 7	folder 197
MacKaye, Milton, 1956-1957	box 7	folder 198
Mathematical Association of America, 1954-1957	box 7	folder 199
Miscellaneous, 1953-1955	box 7	folder 200
National Academy of Science, 1956-1957	box 7	folder 201
National Commission on Accrediting, 1955-1956	box 7	folder 202
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North Carolina, University of, 1955 February - March	box 7	folder 207
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Program Overview and Policy, 1954-1956	box 7	folder 211
Recruitment and Training Program - Interview Notes, 1956 July - October	box 7	folder 212
Recruitment and Training Program - Policy and Planning Memos, etc., 1956 March - August	box 7	folder 213
Rochester, University of, 1955 February - April	box 7	folder 214

Sabbaticals, 1954-1956	box 7	folder 215
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Sigma XI, 1954-1955	box 7	folder 217
Southern Regional Education Board, 1955-1956	box 7	folder 218
Southwestern at Memphis, 1955-1956	box 7	folder 219
Sponsored Research, 1954 August - September	box 8	folder 220
Staff Projects "Icebox", 1954-1956	box 8	folder 221
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Stephens College, 1955 January - February	box 8	folder 223
Student Loans, 1956 January - June	box 8	folder 224
Suchman, Edward A., 1952 September	box 8	folder 225
Suggestions for Aid to Higher Education, 1955 January 4	box 8	folder 226
Teachers Insurance and Annuity Association, 1955-1957	box 8	folder 227
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TV-Radio Workshop Teaching, 1955-1956	box 8	folder 229
Wayne University - Research in Language Teaching, 1954-1957	box 8	folder 230
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# Program Area V: Individual Behavior and Human Relations, 1950-1957 (1954-1956)

#### Arrangement

Series III consists of correspondence and inter-office memoranda. It is organized alphabetically; items within each folder are in reverse chronological order.

Title/Description	Instances	
Application Summaries, 1954-1956	box 9	folder 232
Atomic Energy, 1956 January - March	box 9	folder 233
Berelson's European Trip, 1955 August	box 9	folder 234
Behavioral Sciences - 5.1 Grants, 1951 September 9	box 9	folder 235
Behavioral Sciences - Miscellaneous, 1953-1957	box 9	folder 236
Budget, 1954-1955	box 9	folder 237
Center for Advanced Study in Behavioral Sciences, 1952-1957	box 9	folder 238

Chicago Law School Grant, 1954-1956	box 9	folder 239
Desegregation Program, 1954-1955	box 9	folder 240
Encyclopedia of Social Sciences, 1954-1956	box 9	folder 241
Fellowships, 1955 May 10	box 9	folder 242
Final Report, 1956-1957	box 9	folder 243
Gregg, Dr. Alan, 1953-1955	box 9	folder 244
Juvenile Delinquency - Lebanon, 1955 February - May	box 9	folder 245
Juvenile Delinquency - Memoranda, 1954-1955	box 9	folder 246
Juvenile Delinquency - National Committee on Juvenile Delinquency, 1954-1955	box 9	folder 247
Juvenile Delinquency - National Social Welfare Assembly (NSWA), 1955 January - April	box 9	folder 248
Juvenile Delinquency - Staff Interviews on NSWA Proposal, 1955 January - May	box 9	folder 249
Juvenile Delinquency - Senate Subcommittee to Investigate Juvenile Delinquency, 1954-1955	box 9	folder 250
Juvenile Delinquency - A Study of Etiology as a Guide to Prevention and Treatment, 1954-1955	box 9	folder 251
Mental Deficiency - Correspondence, 1954-1956	box 9	folder 252
Mental Deficiency - General, 1953-1954	box 9	folder 253
Mental Deficiency - Staff Interviews, 1953-1954	box 9	folder 254
Mental Health, 1954-1958	box 9	folder 255
Merrill-Palmer School, 1954-1955	box 9	folder 256
Menninger Foundation, 1950-1956	box 9	folder 257
Michigan, University of, 1953-1957	box 9	folder 258
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MIT Communications Project, 1953 October 23	box 9	folder 260
Program Overview and Policy, 1951-1957	box 9	folder 261
National Probation and Parole Association, 1954-1957	box 9	folder 262
University Surveys, 1954-1955	box 9	folder 263

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# **Program Areas I, II, and III, 1953-1964 (1954-1956)**

#### Arrangement

Series IV consists of correspondence and inter-office memoranda. This series is divided into the following three subseries by program area:

A. Program Area I: The Establishment of Peace B. Program Area II: The Strengthening of Democracy C. Program Area III: The Strengthening of the Economy

Each subseries is organized alphabetically; within each folder the items are in reverse chronological order.

# **Program Area I: Establishment of Peace**

Title/Description	Instances	
Division of Overseas Activities, 1953-1954	box 10	folder 264
European Program, 1955-1956	box 10	folder 265
Overseas Development Program, 1954-1955	box 10	folder 266
Overseas Representation Meeting, 1956 October - December	box 10	folder 267

#### **Program Area II: Strengthening of Democracy**

Title/Description	Instances	
Fund for the Republic, 1954-1956	box 10	folder 268
Miscellaneous, 1954-1957	box 10	folder 269

#### **Program Area III: Strengthening of the Economy**

Title/Description	Instances	
Advisory Group on Economics and Behavioral Sciences, 1953-1954	box 10	folder 270
Miscellaneous, 1954-1956	box 10	folder 271
Resources for the Future, 1954-1957	box 10	folder 272
Smog Problem, 1959-1964	box 10	folder 273

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