

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

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English

Describing Archives: A Content Standard

Rockefeller Archive Center

15 Dayton Avenue Sleepy Hollow 10591

archive@rockarch.org

URL: http://www.rockarch.org

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## **Summary Information**

**Repository:** Rockefeller Archive Center

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

**Creator:** Ford Foundation

Title: Ford Foundation records, Associate Director and Vice President,

Office Files of William McPeak

**ID:** FA704

**Date [inclusive]:** 1949-1965

**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.

## **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:

- 1962-64 Vice President Office of Policy Planning
- 1955-62 Vice President Administration
- 1954 Acting President

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- 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

15 Dayton Avenue Sleepy Hollow 10591

archive@rockarch.org

URL: <a href="http://www.rockarch.org">http://www.rockarch.org</a>

### **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, 1949-1965 (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, 1949-1958

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, circa 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, circa 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, circa 1949-1954	box 1	folder 21	
Program Committee, 1954-1955			
Fitle/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	
Congressional Investigations, 1954-1965			
Fitle/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	
•	box 1	folder 31	
Summaries of Testimony and Status Reports, 1954	box 1  Instances	folder 31	
Summaries of Testimony and Status Reports, 1954  General Correspondence, 1950-1961		folder 31	
Summaries of Testimony and Status Reports, 1954  General Correspondence, 1950-1961  Title/Description	Instances		
Summaries of Testimony and Status Reports, 1954  General Correspondence, 1950-1961  Title/Description  Aid of Crippled Children, Association for the, 1954-1956	Instances box 2	folder 32	
General Correspondence, 1950-1961  Fitle/Description  Aid of Crippled Children, Association for the, 1954-1956  American Institute for Public Opinion [Gallop], 1955-1956	Instances box 2 box 2	folder 32 folder 33	

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 and 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
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Lyons, Russell, 1956	box 2	folder 62
M1954-1956	box 2	folder 63
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
Ruml, Beardsley, 1951-1956	box 2	folder 74
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, 1951-1960		
Fitle/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
		6.11 00

Correspondence, 1960

"The Small Frantic Voice of the Patient" Reprint of Speech

## 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
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box 3

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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 and 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
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Problems of Eligibility, undated	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
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ETV - Boston (MA) WGBH, 1955-1957	box 5	folder 140
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ETV - Educational Television and Radio Center, 1956-1957	box 5	folder 146
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ETV - Harvard Summer School Meeting, 1956 June-July	box 5	folder 149
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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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The Fund for the Advancement of Education - Committee of Fifteen, 1956-1957	box 6	folder 178
The Fund for the Advancement of Education - Correspondence, 1953	box 6	folder 179

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The Fund for the Advancement of Education - Financing College Education of Faculty Children, 1953 November 7	box 7	folder 184
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The Fund for the Advancement of Education - Keppel Proposal, 1956 February 28	box 7	folder 186
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National Academy of Science, 1956-1957	box 7	folder 201
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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.

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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
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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
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Program Overview and Policy, 1951-1957	box 9	folder 261	
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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, 1953-1956

Title/Description	Instances		
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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, 1954-1957

Title/Description	Instances	
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Miscellaneous, 1954-1957	box 10	folder 269

## Program Area III: Strengthening of the Economy, 1953-1964

Title/Description	Instances		
Advisory Group on Economics and Behavioral Sciences,	box 10	folder 270	

1953-1954

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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