# Table of Contents

- Descriptive Summary: 3
- Information on Use: 3
- Access: 3
- Citation: 3
- Biographical Note: 3
- Scope Note: 4
- Related Resources: 5
- Subject Headings: 5
- INVENTORY: 5
- Series I: Early Writing: 5
- Series II: National Political Activities: 8
- Series III: Local Activism: 9
- Series IV: Personal Material: 16
- Series V: Audio Material: 18
- Series VI: Oversize Material and Artifacts: 19
Descriptive Summary

Identifier ICU.SPCL.RGOETZ

Title Goetz, Rachel Marshall. Papers

Date 1898-1994

Size 13.75 linear feet (23 boxes)

Repository Special Collections Research Center
University of Chicago Library
1100 East 57th Street
Chicago, Illinois 60637 U.S.A.

Abstract Rachel Marshall Goetz was a writer, researcher, and activist who spent much of her career focused on national and local Hyde Park politics. These papers include much of Goetz’s early writing advocating the use of new media in state and local governments. She worked as a speechwriter on Illinois governor Adlai Stevenson’s 1956 presidential campaign, and many of her drafts, memos, position papers, and letters are included here. Throughout the 1950s and 1960s, Goetz was an important figure in Hyde Park-Kenwood’s urban renewal, and her papers hold many drafts, clippings, and notes relating to that project. Late in her life, Goetz and her sister, Barbara Frye, dedicated themselves to making elaborately decorated ornamental eggs. Many photographs, articles, and letters about her egg artwork are included here. The collection also holds clippings, correspondence, and photographs relating to Goetz’s father, Leon Carroll Marshall.

Information on Use

Access

Series V contains reel-to-reel and cassette tapes which require audio equipment for access.

The remainder of the collection is unrestricted and open for research.

Citation

When quoting material from this collection, the preferred citation is: Goetz, Rachel Marshall. Papers, [Box #, Folder #], Special Collections Research Center, University of Chicago Library

Biographical Note

Rachel Marshall Goetz was born in 1904 in Delaware, Ohio. The daughter of University of Chicago Business School founder and dean, Leon Carroll Marshall, she attended the University’s Laboratory School, the College and the Graduate School of Business, earning a master’s degree
in business in 1927. She lived in Hyde Park for 65 years and maintained close ties to the community throughout her life.

Early in her career, Goetz worked with her friend Ursula Batchelder Stone, the first woman to be granted a Ph. D. in business at the University of Chicago. They formed the Batchelder and Marshall Research Organization, authoring several studies including "Chicago’s Stake in International Trade." She also worked closely with the Illinois League of Women Voters.

In 1949, after the death of her husband, Roger Goetz, she undertook significant work on the use of new media by state and local governments. Rachel Goetz wrote several pamphlets and articles on the use of visual aids in public service and developed a course on educational television, which she taught at the University of Chicago during the 1954-1955 academic year. Goetz also won the competition to name Chicago’s public television station’s call letters with her entry, "WTTW, Chicago’s Window to the World."

In 1955, Goetz joined the presidential campaign staff of Illinois governor Adlai Stevenson. She worked as a speechwriter, helping to craft Stevenson’s statements on a variety of issues, with special focus on the female vote. She maintained a close relationship with Stevenson through the late 1950s and early 1960s.

Throughout the 1950s and 1960s, Goetz focused considerable time and energy on the Hyde Park-Kenwood urban renewal project. She was a founding member of the Hyde Park-Kenwood Community Conference, and she sat on the board of the South East Chicago Commission. Goetz was influential in the establishment of the Hyde Park Co-op grocery store, and she helped in the planning of the Kenwood Shopping Center on 53rd street.

In 1972, Goetz moved to Alexandria, Virginia and focused her energy on creating ornamental eggs, a decorative art form exemplified by the work of Carl Peter Fabergé. Her work has been widely praised within the egg artist community, and has been displayed at the Smithsonian Institution, Mount Vernon, the Illinois state capitol, the University of Chicago Graduate School of Business.

Goetz funded a fellowship in her father’s name at the Graduate School of Business. Later, this fellowship’s funding enabled the establishment of the Leon Carroll Marshall and Mary Keen Marshall Scholarship and the Roger L. and Rachel M. Goetz Professorship in Creative Management. Goetz died on November 15, 1994.

**Scope Note**
The Rachel Marshall Goetz Papers consist of six series. Series I contains Goetz’s early work on new media and their potential uses in government. Series II holds papers relating to her work in Adlai Stevenson’s 1956 presidential campaign staff and her later writing on national politics. Series III consists of writing and research on local Hyde Park politics and the Hyde Park-Kenwood Urban Renewal Project. Series IV contains personal writings, clippings, and photographs, including items related to Goetz’s egg art and material about her father, Leon C. Marshall. Series V holds audio resources including reel-to-reel tapes and cassette tapes. Series VI contains the collection’s oversized materials, such as posters and photographs.

**Related Resources**

The following related resources are located in the Department of Special Collections:

http://www.lib.uchicago.edu/e/spcl/select.html

Hyde Park-Kenwood Community Conference. Records

Marshall, Leon C. Papers

Merriam, Robert E. Papers

South East Chicago Commission. Records

Stone, Ursula Batchelder. Papers

**Subject Headings**

- Goetz, Rachel Marshall
- Marshall, Leon C. (Leon Carroll), b. 1879
- Merriam, Robert Edward, 1918
- Stevenson, Adlai E. (Adlai Ewing), 1900-1965
- Stone, Ursula Batchelder
- League of Women Voters (U.S.)
- Egg decoration
- Folk art -- United States
- Political campaigns -- United States
- Urban renewal -- Illinois -- Chicago
- Visual aids
- Visual communication
- Women in politics -- United States
- Hyde Park (Chicago, Ill.)
- Kenwood (Chicago, Ill.)
- Woodlawn (Chicago, Ill.)
- Speechwriters

**INVENTORY**

**Series I: Early Writing**

Box 1
Folder 1-2
American Public Works Administration, Films in Public Works, 1952

Box 1
Folder 3
Communications 311, syllabus and auxiliary materials, 1954-1955

Box 1
Folder 4
Communications 311, syllabus, correspondence, and clippings, 1954-1955

Box 1
Folder 5
Draft application on behalf of a public service audio-visual center, 1953

Box 1
Folder 6
Evidence of need for a public affairs communication center, 1951-1952

Box 1
Folder 7
The Language of Visual Communication, summaries and outlines, n.d.

Box 1
Folder 8
Public Administration Clearing House, drafts, correspondence, 1951-1954

Box 1
Folder 9
Public Administration Clearing House, drafts, correspondence, 1951-1954

Box 1
Folder 10
Public Administration Clearing House, 1952-1954

Box 1
Folder 11
Report on the availability of bank credit in the seventh federal reserve district, book and newspaper clipping, 1934-1935

Box 2
Folder 1
"Short Cuts to Leadership for the Atomic Age," Adult Education Bulletin, 1947
Sixty Years of 16mm Film, 1954

Box 2
Folder 3

Box 2
Folder 4
"Untapped Potential" visual aid presentation binder, front matter, 1952

Box 2
Folder 5
"Untapped Potential" visual aid presentation binder, in federal government, 1952

Box 2
Folder 6
"Untapped Potential" visual aid presentation binder, in state and local government, 1952

Box 2
Folder 7
"Untapped Potential" visual aid presentation binder, in international government, 1952

Box 2
Folder 8
"Untapped Potential" visual aid presentation binder, in industry and education, 1952

Box 2
Folder 9
"Visual Aids and State Governments” presentation binder, general information, 1951-1953

Box 2
Folder 10
"Visual Aids and State Governments” presentation binder, film utilization, 1951-1953

Box 2
Folder 11
"Visual Aids and State Governments” presentation binder, graphics and displays, 1951-1953

Box 2
Folder 12
"Visual Aids and State Governments” presentation binder, sample communications, 1951-1953

Box 3
Folder 1
"Visual Aids and State Governments,” State Government magazine, 1952

Box 3
Folder 2
Visual Aids for the Public Service, 1954

Box 3
Folder 3
Visual Aids for the Public Service, Vietnamese translation, 1958

Box 3
Folder 4
WTTW, correspondence, script, letter to the editor, 1954-1990
Series II: National Political Activities

Series II houses materials relating to Goetz’s work in national politics in the 1950s. The majority of the series contains documents from Adlai Stevenson’s 1956 presidential campaign, including drafts of speeches, memoranda, position papers, and correspondence. Additionally, the series holds drafts, correspondence, and a final manuscript of the 1958 book Goetz co-authored with Chicago politician Robert Merriam, Going Into Politics.

Box 3
Folder 5
   Adlai Stevenson, photographs, 1956-1966
Box 3
Folder 6
   Campaign speeches, drafts, 1956
Box 3
Folder 7
   Campaign speeches, drafts, 1956
Box 3
Folder 8
   Correspondence, Goetz to Stevenson, 1952-1958
Box 3
Folder 9
   Correspondence, Stevenson to Goetz, 1952-1962
Box 3
Folder 10
   Correspondence, Stevenson campaign, 1956
Box 3
Folder 11
   Correspondence and outlines, 1952-1959
Box 3
Folder 12
   Correspondence and photographs, photocopies, 1954-1957
Box 3
Folder 13
   Letterhead, Stevenson-Kefauver campaign committee, 1956
Box 4
Folder 1
   Memoranda, California campaign trip, 1956
Box 4
Folder 2
   Memoranda, Florida campaign trip, 1956
Box 4
Folder 3
   Memoranda, Oregon campaign trip, 1956
Box 4
Folder 4
Memoranda, Stevenson campaign, 1956

Box 4
Folder 5
  Merriam and Goetz, correspondence and clippings, 1956-1958

Box 4
Folder 6
  Merriam and Goetz manuscript, editorial comments, n.d.

Box 4
Folder 7
  Merriam and Merriam book on international political cooperation, Goetz outlines and drafts, 1949-1951

Box 4
Folder 8
  Nomination acceptance speech, 1956

Box 4
Folder 9
  Notes, women’s vote, 1956

Box 4
Folder 10
  Philadelphia campaign visit, local arrangements, 1956

Box 4
Folder 11
  Program for children, Parents magazine, 1956

Box 4
Folder 12
  Souvenirs, 1956

Box 4
Folder 13
  Szilard, Leo, article, 1963

Box 4
Folder 14
  Women’s vote, position paper, 1956

Series III: Local Activism

Series III contains papers relating to Goetz’s work on the Hyde Park-Kenwood urban renewal project of the 1950s and 1960s and her general research and writing on urban renewal in the wake of Hyde Park’s success. Included here are Goetz’s subject folders on the Hyde Park-Kenwood project, holding newspapers clippings, correspondence, and meeting minutes. The series also contains drafts and manuscripts of her three books on urban renewal, The Hidden Price of Urban Renewal, Middle-Income Housing, and her significant revision of Peter Rossi and Robert Dentler’s The Politics of Urban Renewal. An oversized map of the Hyde Park-Kenwood Urban Renewal Project is also held in Series VI.
American Council to Improve our Neighborhoods, Hyde Park-Kenwood community council conference pamphlet, 1956

Box 5
Folder 2
Chicago League of Women Voters, 1940-1944

Box 5
Folder 3
Chicago Department of Urban Renewal, Hyde Park service center, clippings, 1963

Box 5
Folder 4

Box 5
Folder 5
"Citizens in Urban Renewal," Sears Roebuck pamphlet, 1959

Box 5
Folder 6
Correspondence, Chicago’s American articles, 1961-1962

Box 5
Folder 7
Correspondence, D. E. Mackelmann, Department of Urban Renewal, with partial draft of Rachel Goetz’s rewrite of Peter H. Rossi and Robert A. Dentler’s The Politics of Urban Renewal, 1961-1962

Box 5
Folder 8
Middle-Income Housing, correspondence, 1959-1961

Box 5
Folder 9
Urban renewal, correspondence, 1957-1963

Box 5
Folder 10
Department of Urban Renewal, draft of book chapter on South East Chicago Commission and role of university, 1962

Box 5
Folder 11
53rd Street and Kimbark Avenue shopping center, correspondence, drafts, and articles, 1963

Box 5
Folder 12

Box 5
Folder 13
The Hidden Price of Urban Renewal, draft and outlines, 1961

Box 5
Folder 14
The Hidden Price of Urban Renewal, final manuscript, front matter, 1963
Folder 15
   The Hidden Price of Urban Renewal, final manuscript, chapter I, 1963
Box 6
Folder 1
   The Hidden Price of Urban Renewal, final manuscript, chapter II, 1963
Box 6
Folder 2
   The Hidden Price of Urban Renewal, final manuscript, chapter III, 1963
Box 6
Folder 3
   The Hidden Price of Urban Renewal, final manuscript, chapter IV, 1963
Box 6
Folder 4
   The Hidden Price of Urban Renewal, final manuscript, chapter V, 1963
Box 6
Folder 5
   The Hidden Price of Urban Renewal, final manuscript, chapter VI, 1963
Box 6
Folder 6
   The Hidden Price of Urban Renewal, final manuscript, chapter VII, 1963
Box 6
Folder 7
   The Hidden Price of Urban Renewal, final manuscript, chapter VIII, 1963
Box 6
Folder 8
   The Hidden Price of Urban Renewal, final manuscript, chapter IX, 1963
Box 6
Folder 9
   The Hidden Price of Urban Renewal, final manuscript, chapter X, 1963
Box 6
Folder 10
   The Hidden Price of Urban Renewal, complete copy, 1963
Box 6
Folder 11
   Hyde Park-Kenwood Community Conference, correspondence, clippings, newsletters, 1956-1963
Box 6
Folder 12
   Hyde Park-Kenwood Community Conference, planning committee, meeting minutes, 1958-1960
Box 6
Folder 13
   Hyde Park-Kenwood urban renewal project, A and B sites, clippings, 1958-1961
Box 6
Folder 14
   Hyde Park-Kenwood urban renewal project, citizen attitudes, clippings, 1958
Box 6
Folder 15
Hyde Park-Kenwood urban renewal project, city council hearings, minutes and clippings, 1958

Box 6
Folder 16
Hyde Park-Kenwood urban renewal project, enforcement, notes and clippings, 1960-1962

Box 6
Folder 17
Hyde Park-Kenwood urban renewal project, financing, notes and clippings, 1951-1961

Box 7
Folder 1
Hyde Park-Kenwood urban renewal project, general, notes and clippings, 1957-1962

Box 7
Folder 2
Hyde Park-Kenwood urban renewal project, general, notes and clippings, 1957-1962

Box 7
Folder 3
Hyde Park-Kenwood urban renewal project, general, notes and clippings, 1957-1962

Box 7
Folder 4
Hyde Park-Kenwood urban renewal project, photocopied Chicago’s American clippings, 1962-1963

Box 7
Folder 5
Hyde Park-Kenwood urban renewal project, photographs, 1950-1951

Box 7
Folder 6
Hyde Park-Kenwood urban renewal project, promotional materials, 1961-1965

Box 7
Folder 7
Hyde Park-Kenwood urban renewal project, public housing, notes and clippings, 1958-1960

Box 7
Folder 8
Hyde Park-Kenwood urban renewal project, rehabilitation, clippings, 1960-1961

Box 7
Folder 9
Hyde Park-Kenwood urban renewal project, relocation, clippings, 1957-1960

Box 7
Folder 10
Hyde Park-Kenwood urban renewal project, roadblocks, notes and clippings, 1958-1960

Box 7
Folder 11
Hyde Park-Kenwood urban renewal project, writings by Perloff and Tax, 1955-1958

Box 8
Proposal for a program to meet the long-term needs of Woodlawn, 1962

Box 9
Folder 3
"Public Policy and Private Profits - The National Housing Dilemma," correspondence, drafts, article, 1963-1964

Box 9
Folder 4
Reactions to Chicago's American series on urban renewal, 1961-1962

Box 9
Folder 5
Renewing Chicago in the '60s, lecture and discussion series, 1961

Box 9
Folder 6
Rossi and Dentler, The Politics of Urban Renewal, Goetz rewrite, revised Chicago chapter, notes, clippings, 1960

Box 9
Folder 7

Box 9
Folder 8

Box 9
Folder 9

Box 9
Folder 10

Box 9
Folder 12

Box 9
Folder 13
  • Series III: Local Activism

Box 9
Folder 14

Box 9
Folder 15

Box 9
Folder 16
Box 9
Folder 18
Box 10
Folder 1
Box 10
Folder 2
Box 10
Folder 3
Box 10
Folder 4
Slum prevention book, outlines, 1962-1963
Box 10
Folder 5
Box 10
Folder 6
South East Chicago Commission, notes, minutes, clippings, 1958-1959
Box 10
Folder 7
South East Chicago Commission, notes, minutes, clippings, 1960-1962
Box 10
Folder 8
South East Chicago Commission and Hyde Park-Kenwood Community Conference, plans for urban renewal, 1952-1959
Box 11
Folder 1
Southwest Hyde Park Neighborhood Association, clippings, notes, reports, 1957-1958
Box 11
Folder 2
Tax incentives, notes, 1959
Box 11
Folder 3
Taxes and growth of slums, notes and clippings, 1957-1961
Box 11
Folder 4
University of Chicago, housing segregation, clippings, 1962-1963
Box 11
Folder 5
University of Chicago, south campus, clippings, 1960-1961
Box 11
Folder 6
Urban renewal, articles, 1959-1964
Box 11
Folder 7
Urban renewal, Chicago’s American articles, 1961-1963
Box 11
Folder 8
Urban renewal, pamphlets and reports, 1958-1964
Box 11
Folder 9
Woodlawn renewal, industrial areas foundation chapter, draft, notes, clippings, 1963
Box 11
Folder 10
Woodlawn renewal, general, clippings and notes, 1961-1963
Box 11
Folder 11
Woodlawn renewal, temporary Woodlawn organization chapter, draft, notes, clippings, 1961-1963

Series IV: Personal Material

Series IV holds personal information on Goetz and her family. A significant portion of the series relates to Goetz’s egg art, a project to which she dedicated herself from the mid-1970s until her death in 1994. Newspaper clippings, correspondence, and many photographs of her decorated eggs are included here. The series also holds a small amount of Goetz’s work with Midway Editorial Research, a Chicago-based research firm which she co-founded in the mid-1960s. Additionally, materials relating to Goetz’s father, Leon Carroll Marshall, are housed in this series. These documents include newspaper clippings, photographs, and correspondence regarding Marshall’s life and Goetz’s work to establish a University of Chicago business school scholarship in his name.

Box 12
Folder 1
Academic record and résumé, n.d.
Box 12
Folder 2
Articles, freelance, drafts, n.d.
Box 12
Folder 3
Articles and essays, 1934-1960
Box 12
Folder 4
Curriculum vita, 1953-1958
Box 12
Folder 5
Decorated eggs, correspondence, clippings, 1976-1994
Box 12
Folder 6
Decorated eggs, correspondence, articles, newsletters, 1978-1994

Box 12
Folder 7
Decorated eggs, photographs, n.d.

Box 13
Folder 1
Decorated eggs, photographs, n.d.

Box 13
Folder 2
Decorated eggs, photographs, n.d.

Box 13
Folder 3
Decorated eggs, photographs, n.d.

Box 13
Folder 4
Essays, 1961 and n.d.

Box 13
Folder 5
Goetz, Roger, birth certificate, school record, father’s obituary, 1906-1935

Box 13
Folder 6
Hyde Park Book Club, 1949-1972

Box 13
Folder 7
Keen, S.A., Faith Papers, annotated, 1898

Box 13
Folder 8
Marshall, Leon C., clippings, correspondence, obituaries, 1934-1966

Box 13
Folder 9
Marshall, Leon C., 80th birthday, correspondence, essay by Billy Goetz, 1959

Box 13
Folder 10

Box 14
Folder 1
Marshall, Leon C. papers, University of Wyoming finding aid, correspondence, 1966-1995

Box 14
Folder 2
Marshall, Leon C., remembrances, biographical material, correspondence, obituaries, 1966-1995

Box 14
Folder 3
Marshall, Leon C., scholarship fund, correspondence, 1983-1987
Folder 4
  Marshall, Leon C., writings, 1899-1948

Box 14

Folder 5
  Marshall, Leon C. Jr., the battlefields of France, book I, scrapbook, 1925

Box 14

Folder 6
  Marshall, Leon C. Jr., the battlefields of France, book II, scrapbook, 1925

Box 14

Folder 7
  Marshall, Leon C. Jr., Phi Kappa Psi songbook, 1928

Box 14

Folder 8
  Midway editorial research, Chicago Sun-Times article, 1966

Box 15

Folder 1

Box 15

Folder 2
  Midway Editorial Research, Jewish Children’s Bureau pamphlet, 1970

Box 15

Folder 3
  Midway Editorial Research, Minority Employment Patterns in an Urban Labor Market - The Chicago Experience, 1967

Box 15

Folder 4-5
  "Outsmart the Holdup Man," personal safety article and correspondence, 1959

Box 15

Folder 6
  Vital information, academic record, obituaries, 1961-1994

**Series V: Audio Material**

Series V contains reel-to-reel and cassette tapes with a variety of content. Most of the reel-to-reel tapes are unidentified. The cassette tapes include a series of oral history interviews conducted with Goetz by Mary Alzina Stone Dale, daughter of Goetz’s close friend, Ursula Batchelder Stone.

Series V: Audio Material

Box 16
  Six 7" audio tape reels, unidentified, n.d.

Box 17
  Six 7" audio tape reels, unidentified, 1956 and n.d.

Box 18
  Six 7" audio tape reels, unidentified, n.d.
Box 19
Two 5" audio tape reels, unidentified, n.d.

Box 19
Four 7" audio tape reels, unidentified, n.d.

Box 20
Fifteen 3" audio tape reels, unidentified, 1961-1963 and n.d.

Box 21
Sixteen audio cassette tapes, oral histories, 1987-1992

Series VI: Oversize Material and Artifacts

Series VI contains oversize material and artifacts transferred from previous series. Included here are Goetz’s collection of campaign pins from Adlai Stevenson’s 1956 presidential campaign and a box of slides containing supporting material for her early-1950s work, "Visual Aids and State Governments." Also housed in this series are two large photographs of Goetz from 1930, an oversized map of the Hyde Park-Kenwood Urban Renewal Project dated 1960, and a poster voicing the Hyde Park League of Women Voters’ support for the 1945 United Nations World Security Conference.

Box 22
10 Adlai Stevenson campaign pins, 1956

Box 22

Box 23
Folder 1
Rachel Goetz, black and white studio portrait, c. 1930

Box 23
Folder 2
Hyde Park-Kenwood Urban Renewal Project, Community Conservation Board of Chicago, Neighborhood Redevelopment Map, 1960

Box 23
Folder 3

Box 23
Folder 4
Visual Aids and State Governments, Asian-language poster, 1952